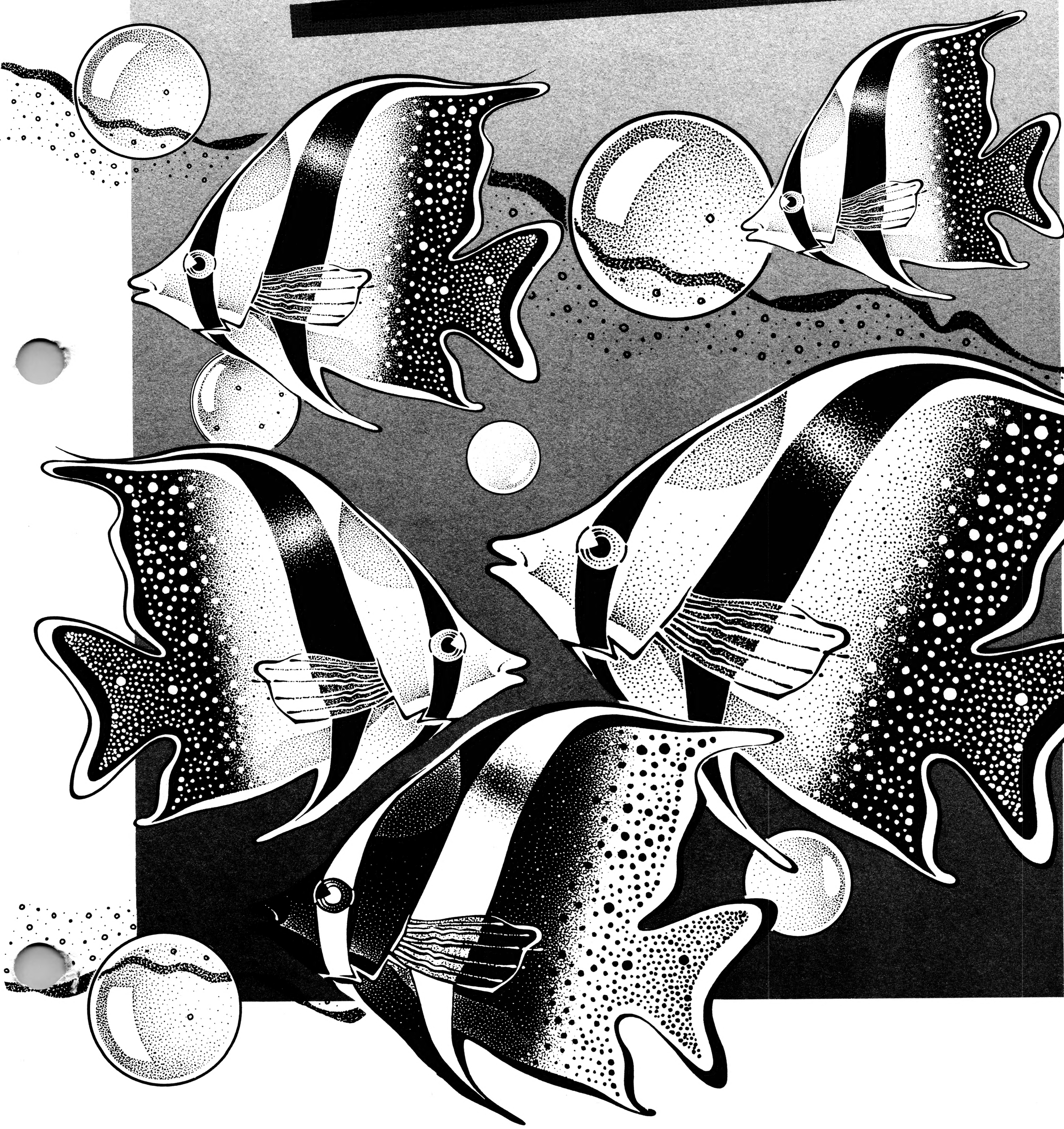
TearSheet

June 1991

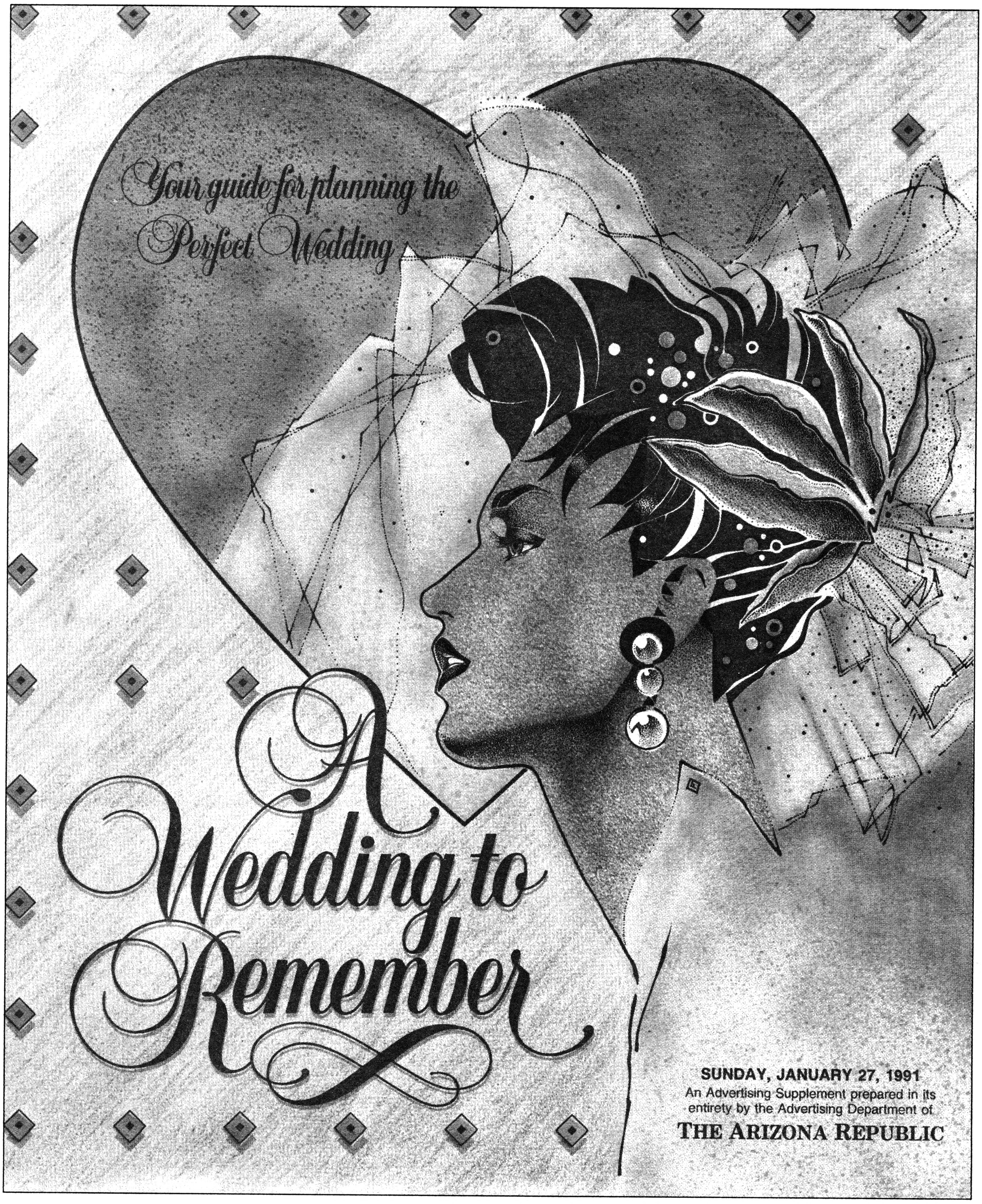


Case Histories

Kenneth Johnson
Artist

PHOENIX NEWSPAPERS INC.
120 E. Van Buren
Phoenix, AZ 85004

Here comes the bride from January '86 *PMS,* featured on bridal section supplement cover. Heart and background diamonds are Macintosh generated. Colored pencil background; airbrushed heart and bride. Printed in full color.

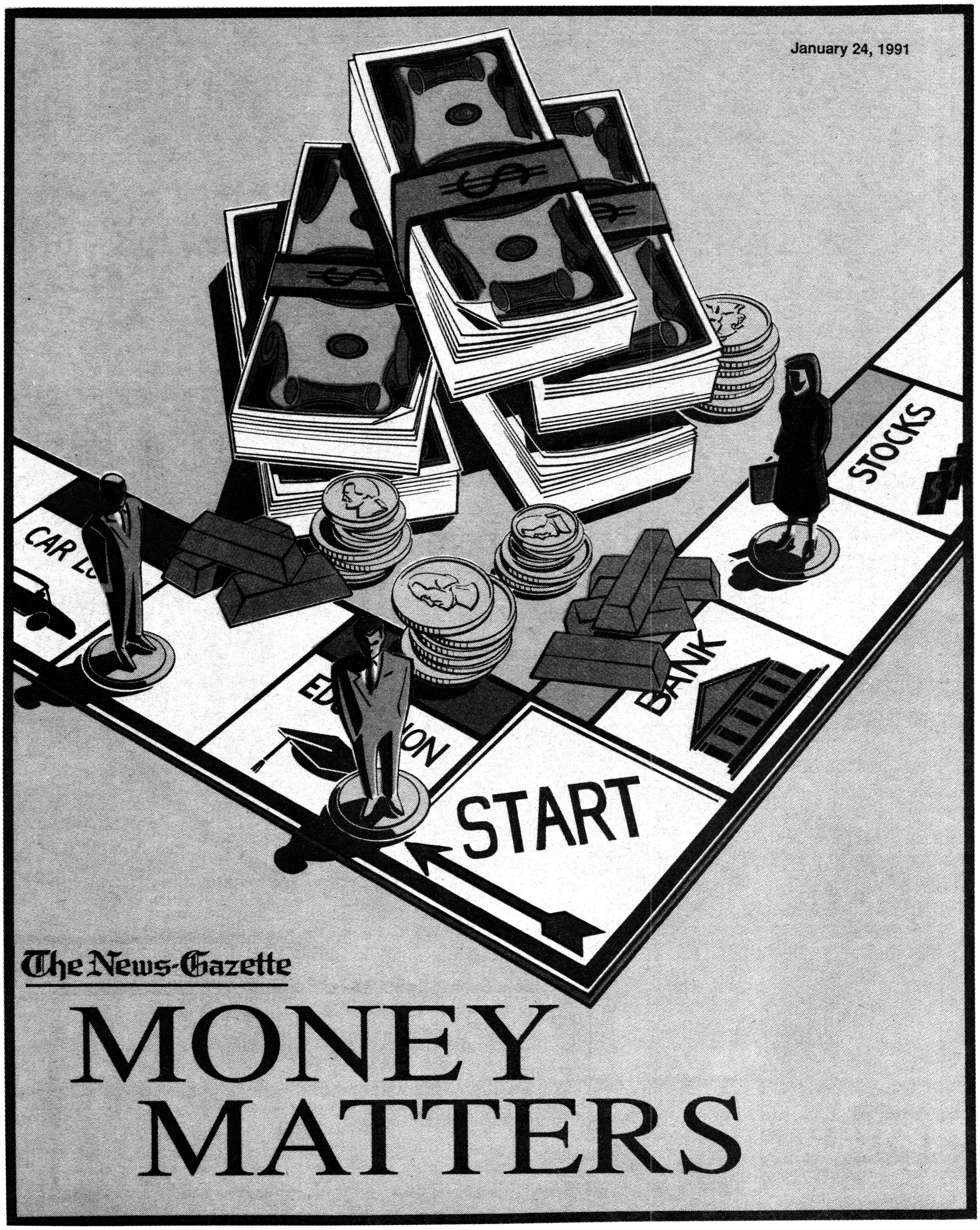

Your guide for planning the Perfect Wedding
A Wedding to Remember
SUNDAY, JANUARY 27, 1991
An Advertising Supplement prepared in its entirety by the Advertising Department of
THE ARIZONA REPUBLIC

Case Histories

Joan E. Millis
Graphic Artist

THE NEWS-GAZETTE
15 Main Street
Champaign, IL 61824-0677

"I felt this art was perfect for the cover of this special section on money," Millis said of the September '87 *PMS* money game illustration. Cover is printed full color.



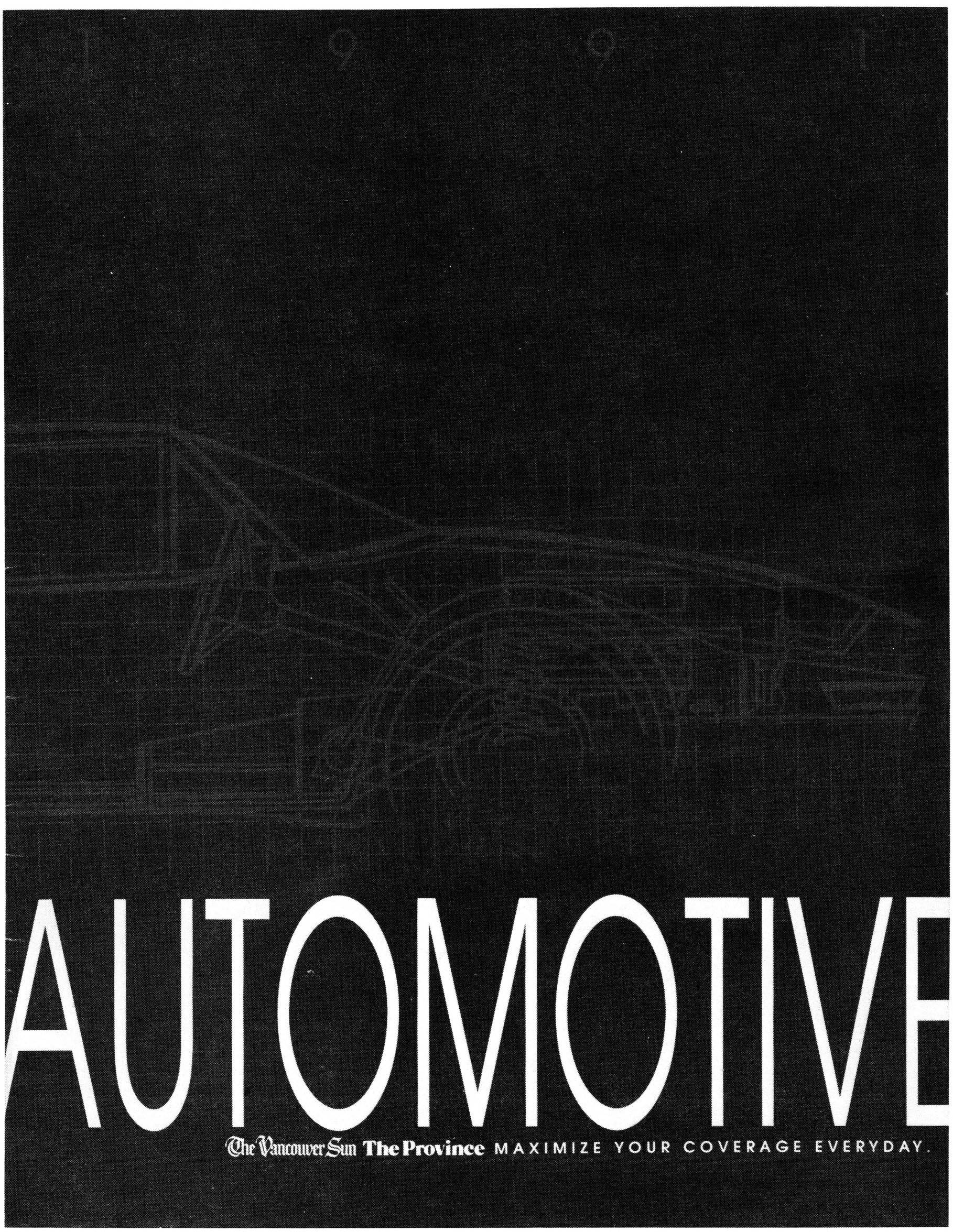
Case Histories

Ling Takara
Artist

Georgina Sam
Desktop Publishing

PACIFIC PRESS LTD.
2250 Granville Street
Vancouver B.C. V6H 3G2

Automotive profile publication features art from February '85 *PMS* on the cover. Art flopped, image re-touched. Printed in silver and black mixed ink over 100% black and varnished. Stock Trophy dull stock.

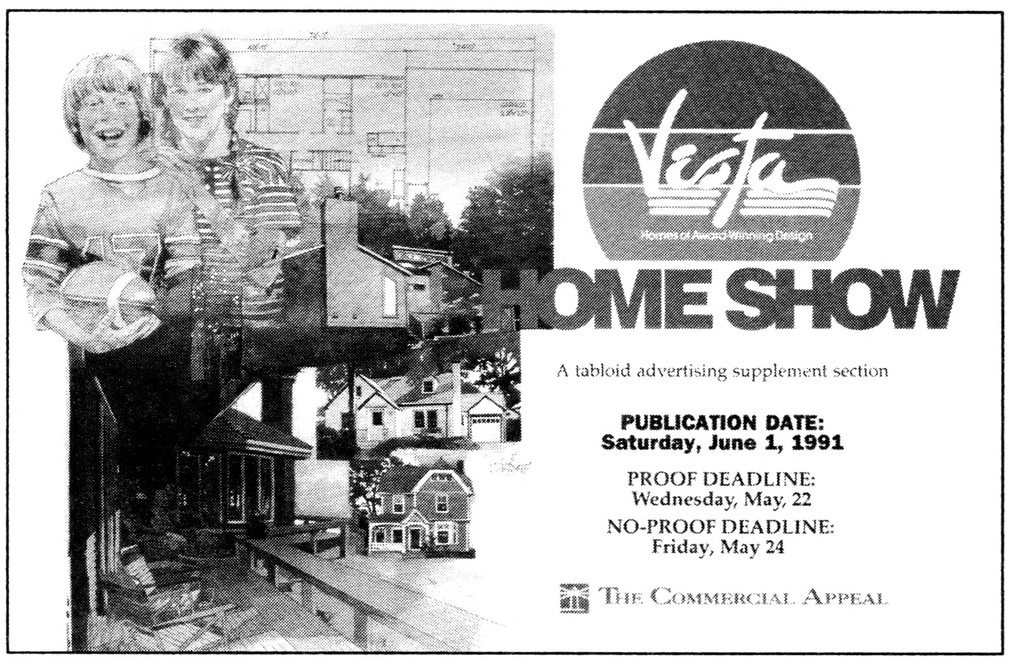


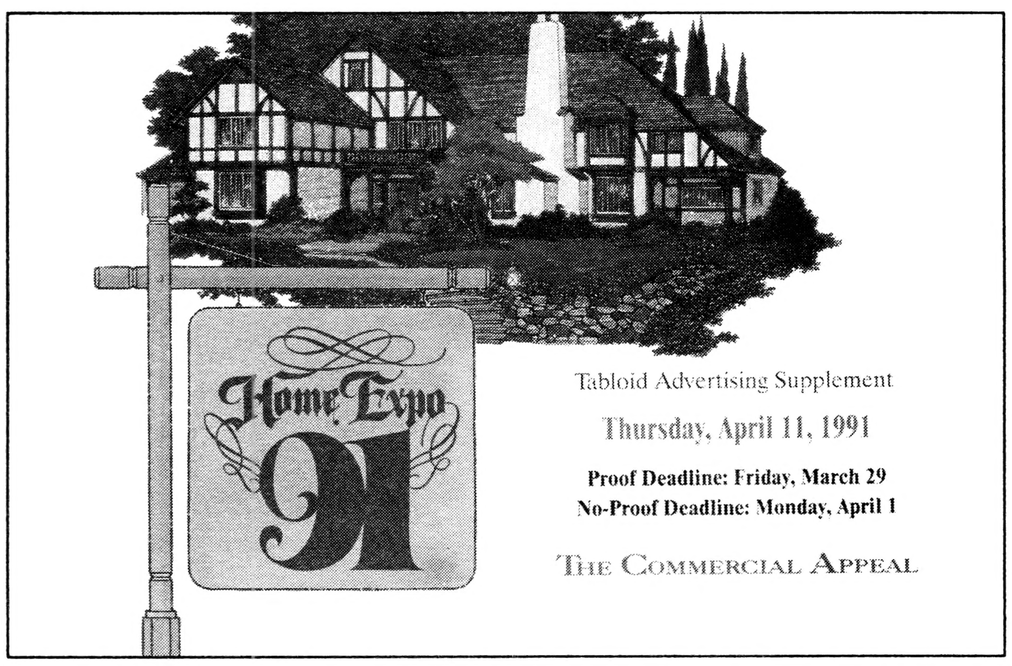
Case Histories

Jim Hardin
Staff Artist

THE COMMERCIAL APPEAL
495 Union Ave.
Memphis, TN 38103

Two tabloid promotions make the most of *PMS*. Home Expo '91 uses house from July '87 and sign from Oct. '89. Home Show uses full-color separation from March '87. Both printed in full color.





A tabloid advertising supplement section
PUBLICATION DATE:
Saturday, June 1, 1991
PROOF DEADLINE:
Wednesday, May, 22
NO-PROOF DEADLINE:
Friday, May 24
Vesta
Homes of Award-Winning Design
HOME SHOW
The 1991 Vesta Home Show features the best in the business as home builders showcase their finest work. This year's show site includes 10 new homes in the Aintree Farms subdivision, an equestrian-themed community located just outside Germantown.
You can build on the Vesta Home Show's proven success by advertising in our special advertising supplement section, the official guide which features stories, photos, locator maps, illustrations and floor plans—all the information readers will need to keep and carry with them. Last year's event drew more than 27,000 individuals who were eager to see the ultimate in home building techniques, and this year's show is expected to top that total.
The Vesta Home Show gives the home building industry a promotional shot-in-the-arm, and advertisers in the official guide will get even more exposure. After all, 64 percent of the adults in the Memphis MSA look to The Commercial Appeal when shopping for a new home.
So don't wait. Call today to reserve your space in the official guide to the 1991 Vesta Home Show.
CLASSIFIED ADVERTISING 901/529-2745
LOCAL ADVERTISING 901/529-2251
NATIONAL ADVERTISING 901/529-2239
The Commercial Appeal
495 Union Avenue • Memphis, TN 38103
Represented nationally by Sawyer-Ferguson-Walker with advertising offices in Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit, Los Angeles, Miami, Minneapolis, New York, Philadelphia and San Francisco
SOURCE: Belden CMS, 1988
2/91/HM

Home Expo
91
Tabloid Advertising Supplement
Thursday, April 11, 1991
Proof Deadline:
Friday, March 29
No-Proof Deadline:
Monday, April 1
Build on the success of a winning combination. Plan now to advertise in Home Expo '91, the official guide to the annual extravaganza sponsored by the Home Builders Association of Memphis, published in The Commercial Appeal.
Agricenter International hosts this giant showroom featuring the newest products, techniques and trends displayed by builders, manufacturers, distributors and craftsmen. The Home Expo '91 tabloid advertising supplement targets over 400,000 Mid-South newspaper readers, plus thousands of extra copies of this official exhibitor guide will be handed out to Home Expo attendees. These prime prospects will be eager for information about this stunning showcase.
The HBAM advertising supplement published April 11 promotes the show and your product or service with great impact on the Memphis market. Call today to make your space reservations.
LOCAL ADVERTISING.....901/529-2251
NATIONAL ADVERTISING.....901/529-2239
CLASSIFIED ADVERTISING.....901/529-2745
The Commercial Appeal
495 Union Avenue, Memphis, TN 38103
Represented nationally by Sawyer-Ferguson-Walker with advertising offices in New York, Chicago, Los Angele Atlanta, Boston, Charlotte, Dallas, Detroit, Miami, Minneapolis, Philadelphia and San Francisco.
HM/2/91

Case Histories

Lynn Horibe
Owner

LYNN HORIBE TYPESETTING
12932 E. Wolverton Lane
Cerritos, CA 90701

"Thanks for help with this festive invitation! I used the artwork from *PMS,* May 1989. The purple and teal colors gave it even more life!" Art is screened in background with type overprinted. Size: 8 1/2 x 11.

Brethren Christian Junior & Senior High Schools
invite you to be our guest at the

"V.I.P. Gala"
APPRECIATION
DINNER

on
Monday
March 25, 1991
6:00 Fellowship
7:00 Dinner

at the
Sequoia Club
7530 Orangethorpe Avenue
(91 Fwy. and Beach Blvd.)
Buena Park

Especially for your enjoyment as a V.I.P. Club Member,
this festive evening is one small way for us to say
"thank you" for your involvement in
Greater Long Beach Christian Schools, Inc.
We can't wait to see you there!

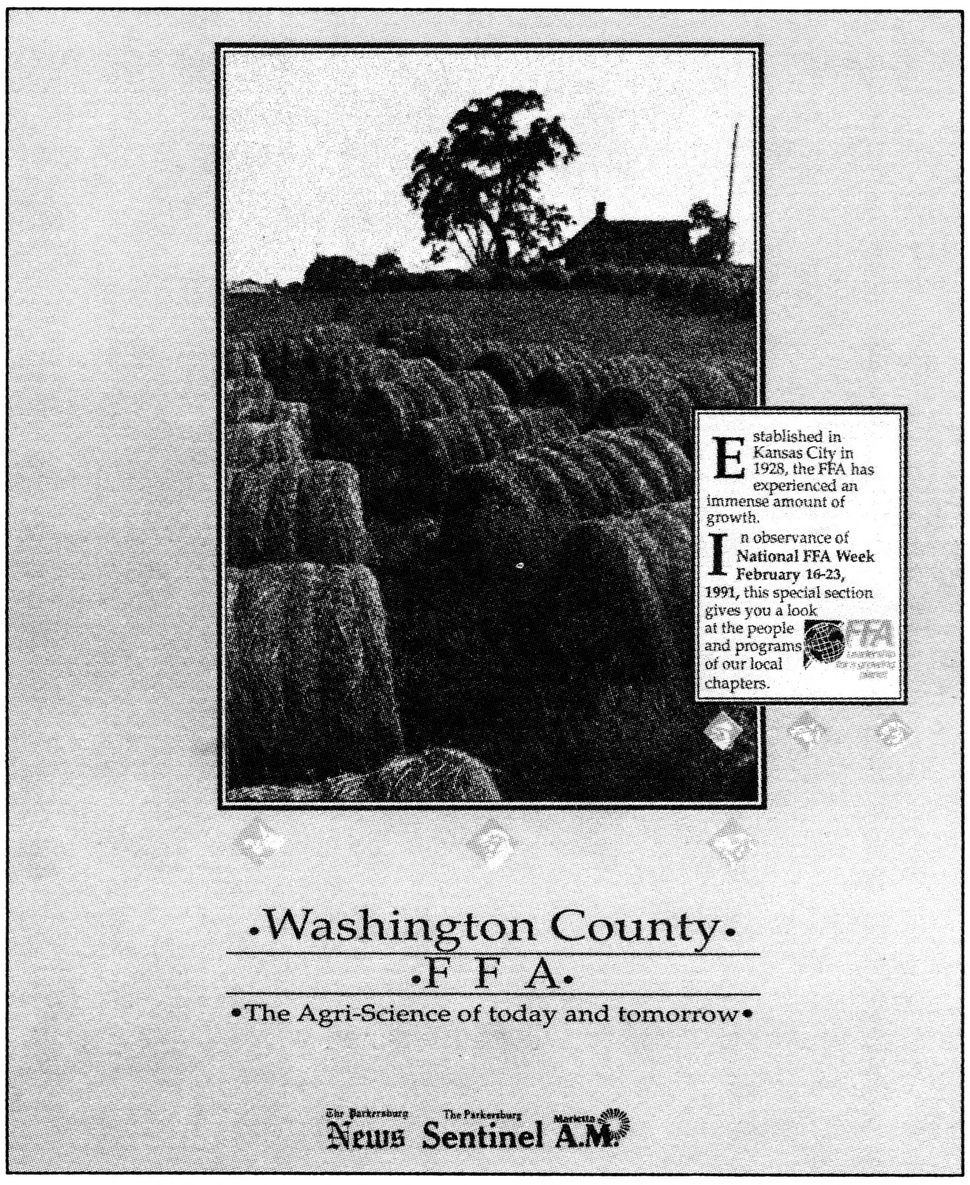
R.S.V.P.
(714) 952-1177, Bev Grow
by Wednesday, March 20th

Case Histories

Dana Farnsworth
Graphic Artist

PARKERSBURG NEWS & SENTINEL
519 Juliana St.
Parkersburg, WV 26101

Bridal section center spread features tight crop of January '91 *PMS* color separation in beautifully organized layout. FFA tab cover showcases September '86 *PMS* duotone. Photo cropped and printed in yellow and black.


Established in Kansas City in 1928, the FFA has experienced an immense amount of growth.
In observance of National FFA Week February 16-23, 1991, this special section gives you a look at the people and programs of our local chapters.
•Washington County•
•F F A•
•The Agri-Science of today and tomorrow•
The Parkersburg News
The Parkersburg Sentinel
Marietta A.M.

PMS COVER STORY: Totally awesome *PMS* art from p. 6 was slightly modified to create the comic book look on this month's cover. Beach art spot cropped at top and sides to bleed off the edges, and waves were slightly altered at the bottom. Original "Beach City" type, diamond shapes, and some stipple removed. "Print Media Service" handlettered by designer, "the Incredible" is Flash Light by Letraset®. Printed in bright, bold process colors on the coated side of Carolina cover stock.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at **SW Graphics,** San Antonio, TX, June 13-15; **Screengraphics,** Indianapolis, IN, June 20-22.

Something old,

Preserve your beautiful wedding gown forever

Capture the moment in time...
Bring your gown to us. We'll keep it looking as beautiful as it did on your wedding day.

Metro Cleaners
905 S. Forest Hill Rd.
Open daily 9 to 7

All eyes will be on you

...so you'll want to look your best on your special day. Come in on the day of your wedding for a shampoo and style, a manicure, and a make-up application. All for only $60 in honor of your wedding.

555-9834 the Beauty Works 101 E. Lake

Lace Texture June '88 Clipper

Wedding Showcase

Greystone Mall 1991
Bridal Show
June 8, 2 to 5 p.m.

Everything will be perfect on your special day. Learn all you need to know to plan the wedding of your dreams with exhibits, informal modeling, prizes, and entertainment.

"The Bride's Guide" 2 p.m.
Idea packed show by national wedding expert, Jerry Gray, editor of WEDDING DAY.

Modeling 4 p.m.

Enter to win a free honeymoon trip.

something new,

Oh, it's just what I wanted

Her engagement ring should be beautiful and unique, just like she is.

An engagement ring is much more than just a ring. Choose yours from the jeweler who cares. We can help you pick out a ring that says "I'll love you forever." Come in today and get the benefit of our seventy years of experience in fine jewelry.

Royce Jewelers
1014 E. Republic Ave. • Open 10-9 Mon. thru Sat.

Make the perfect arrangement. Take a weight off your mind and let us help you make the preparations for your wedding. From the floral arrangements, to the reception and catering, you make the decisions and we'll coordinate the plans so you don't have to worry.

So if you're planning on a wedding, give us a call and plan on us.

The Wedding Planners

The Wedding Boutique Oakton Plaza • 555-9878

something borrowed,

Show your good taste

Look nothing less than your best. After all, it is your wedding.

When it's your wedding, there's no room for a groom with a tuxedo that doesn't fit right. Don't take chances. Rent from us and you'll fit right in.

Cedar Hills Plaza

BACARDI FORMALWEAR

Marble Texture Jan. '91 PMS

Weddings & Engagements

Announcing a new section appearing Sundays in the Bridgeton Post

Share your joy about your engagement and wedding by announcing it in the Post. Call for deadlines and photo requirements.

BRIDGETON POST
555-8524

An elegant beginning

Start with us when it's time to plan your wedding.
Say it right with the perfect stationery, invitations, and reception supplies. And during June, all orders over $100 receive a 10% discount. See us today.

The Paper Place
432 E. Blynnwood Ave.
Phone 555-8656

something blue...

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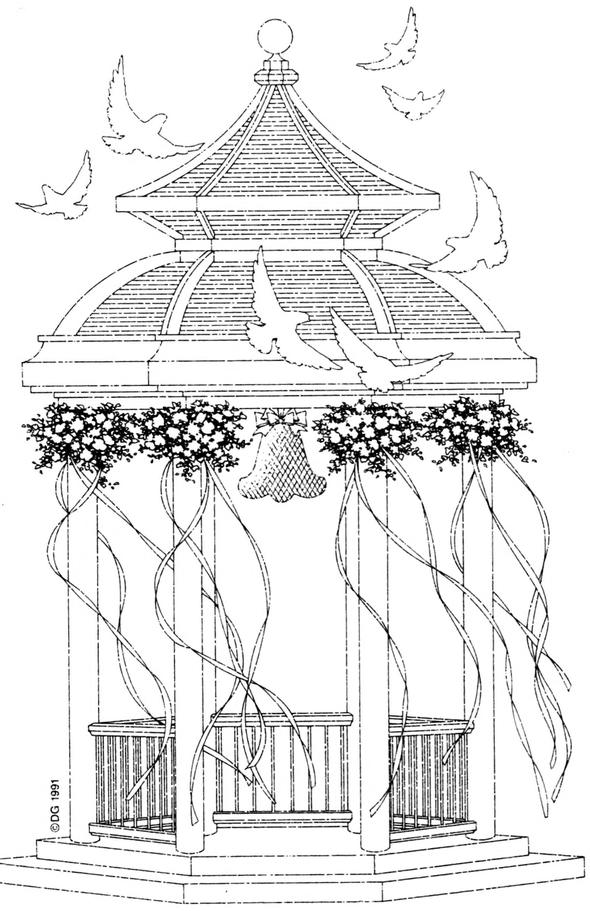
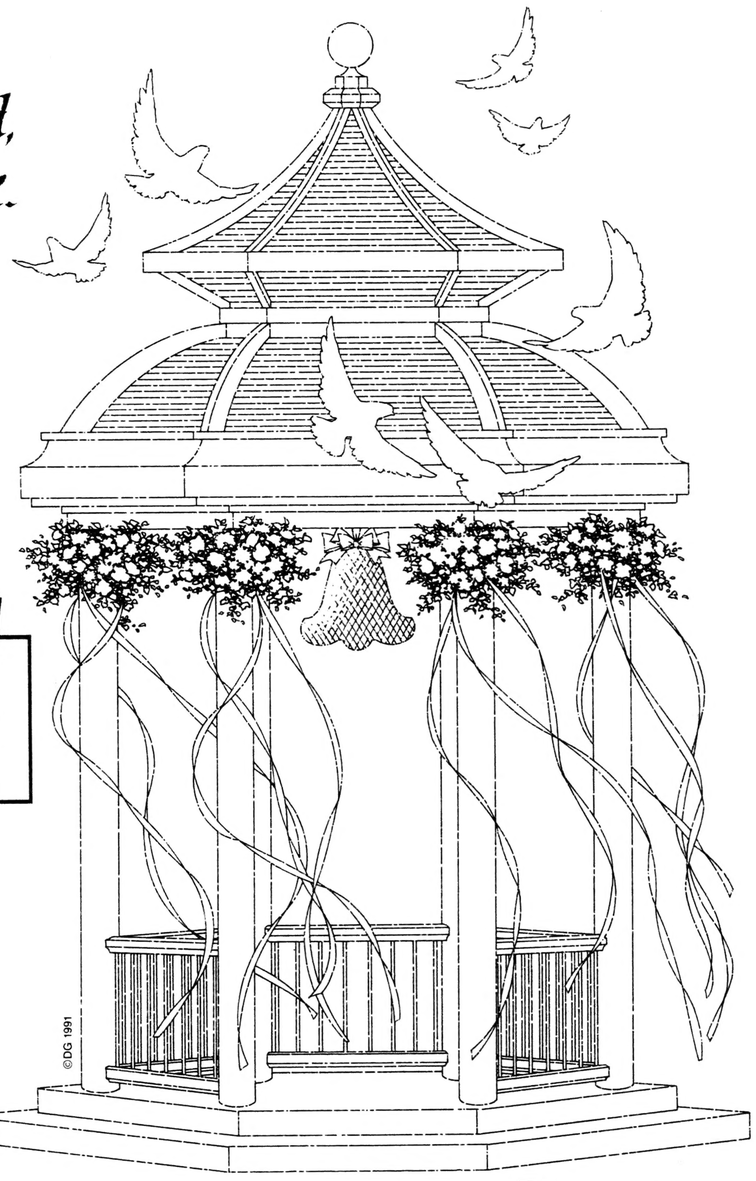
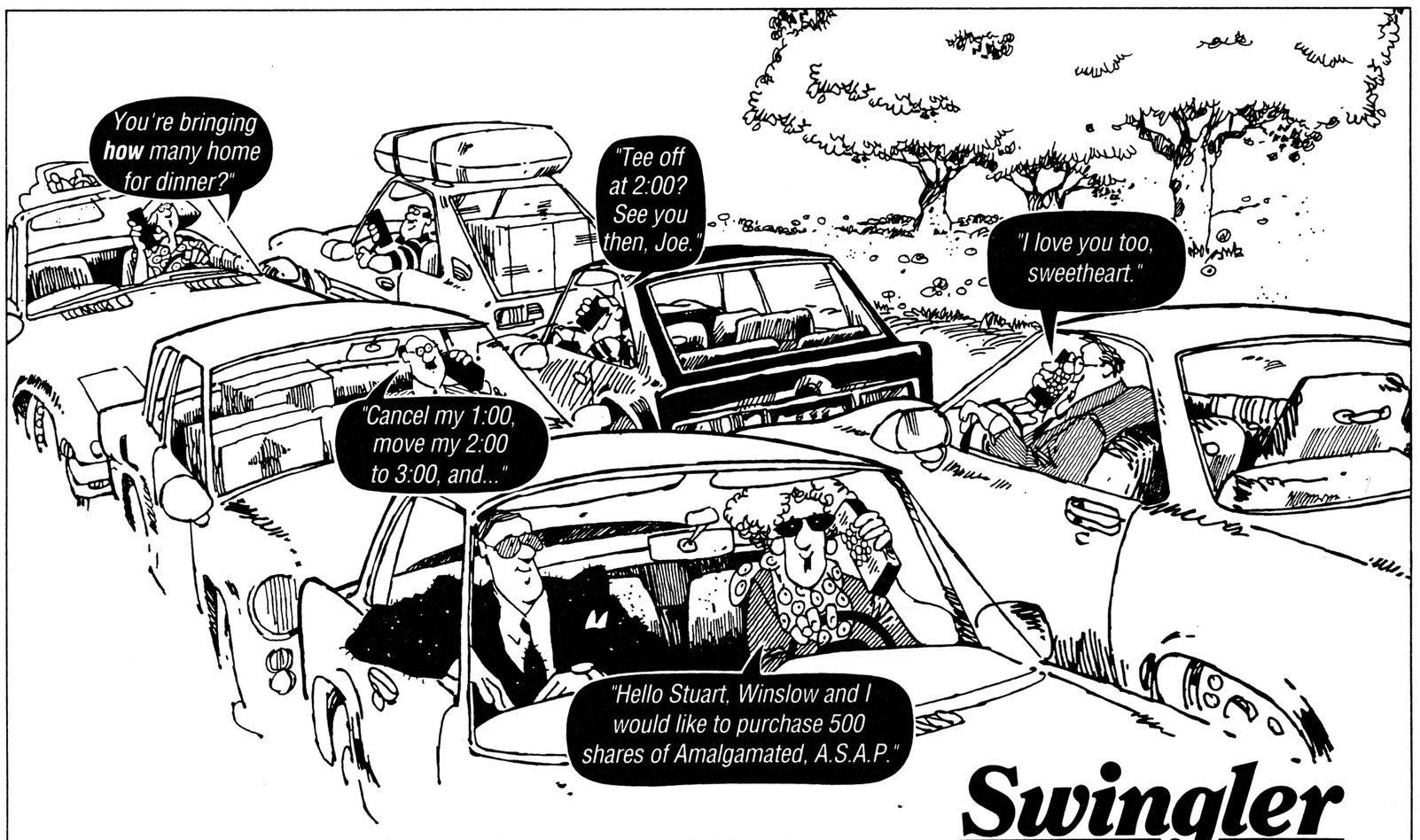





You're bringing **how** many home for dinner?"
"Tee off at 2:00? See you then, Joe."
"I love you too, sweetheart."
"Cancel my 1:00, move my 2:00 to 3:00, and..."
"Hello Stuart, Winslow and I would like to purchase 500 shares of Amalgamated, A.S.A.P."

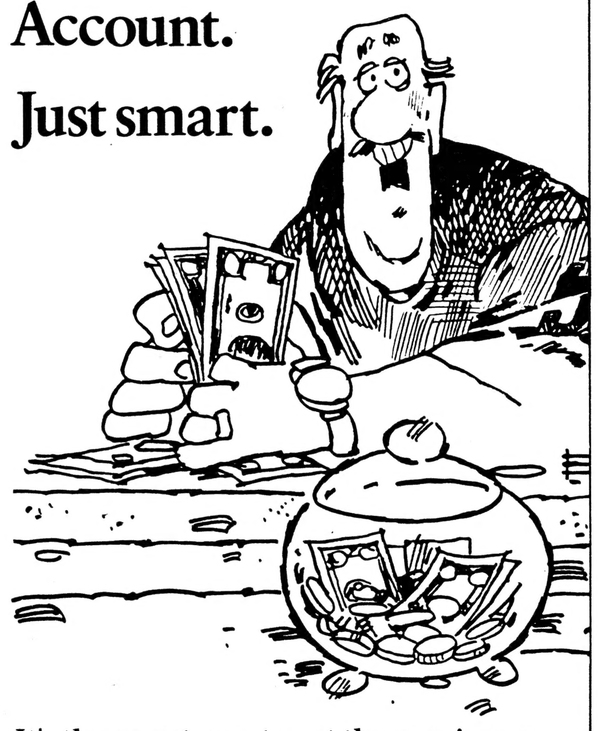
Get the convenience of a car phone.
No need to be chained to your home or office.

It won't cost a mint to get one now.
Mobile phone units start at only $399.

Swingler
MOBILE PHONES
221 S. Veterans Rd. • Phone 555-8855

You don't have to be a big shot to invest in our Money Market Account.

Just smart.



It's the smart way to get the maximum return on your investment dollar.

Why is it so smart to get one of our money market accounts? Quite simply, it's an investment that gives you flexibility and a prime rate of return. Your FDIC insured minimum investment of $250 is compounded according to daily market rates. You have the option of making additional deposits at any time, and you may transfer funds to other investments without penalty. So do the smart thing and call us today about starting your money market account.

Rockville Credit Union
435 W. Rockwood Ave. • Phone 555-8599 • Open daily 8-5

DON'T

You don't have to lose with used. A used car from us is no gamble because we thoroughly inspect every car to make sure it runs like new. Our six-month warranty guarantees it.

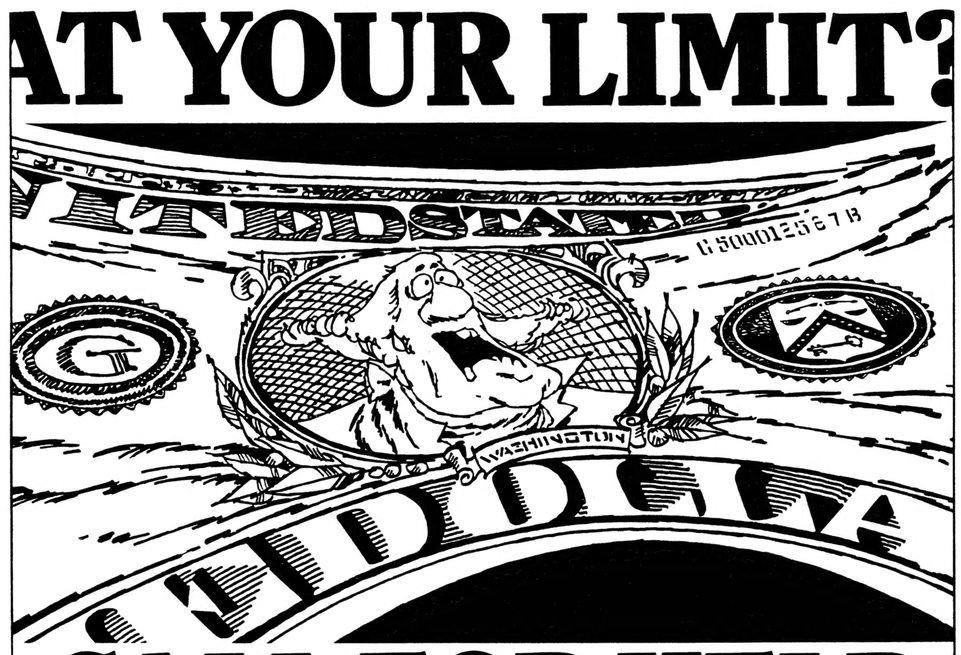
TAKE

And you can't beat our selection of over 150 import and domestic cars in prime condition. From full size to sub-compact low mileage models, we've got the car for you.

CHANCES

Midtown Auto Sales
101 E. Pioneer Ave. in Alta

AT YOUR LIMIT?



CALL FOR HELP

It's not always easy to make ends meet. If you find yourself in a financial pinch, give us a call. We can fix you up with a short-term loan to help you get back on your feet. Our loans come with reasonable repayment plans, with fixed-interest and floating point loans available.

So don't despair if you need money in a hurry. Most loans are processed within 24 hours of approval. Do the smart thing. Pick up the phone and call us right away.

acme loan co.
341 N. Broadway Avenue • Phone 555-8865

HEY KIDS!

Make your own money. Get a paper route.

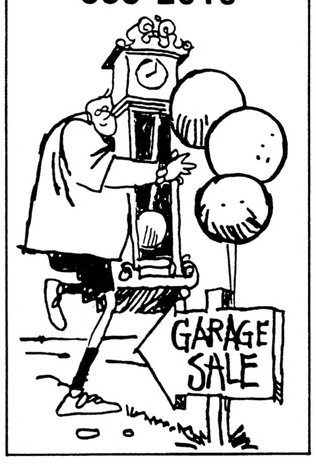
Openings for morning and afternoon routes in the west bluff area. Call us today!

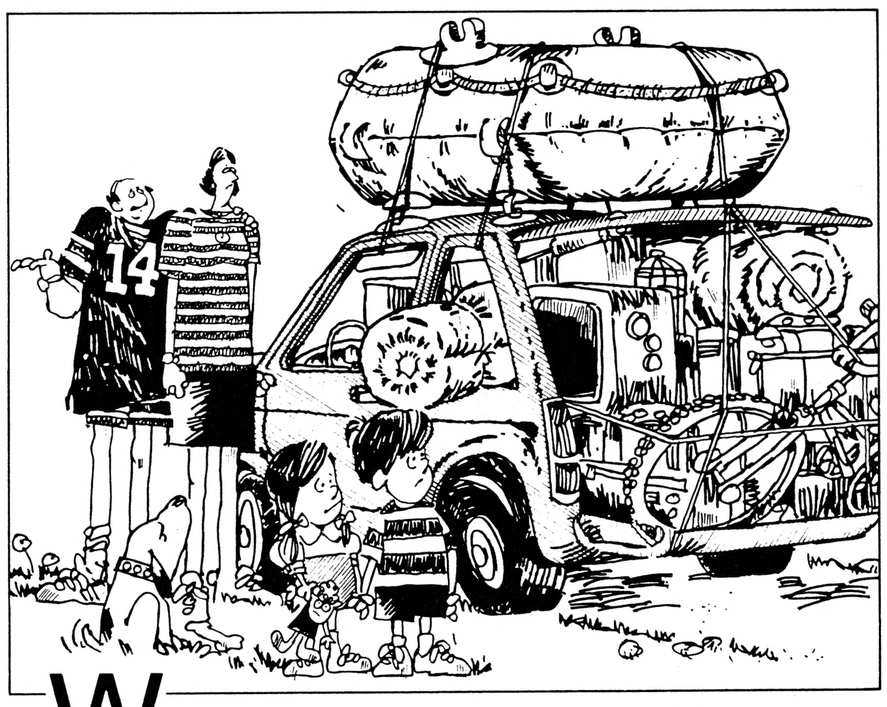
The Eden Post
Phone 555-8799

IT'S THAT TIME AGAIN!

Clean out the attic and the garage! Advertise your sale in the classifieds and it's prime time for a successful garage sale!

The Journal
classifieds get results!
555-2010





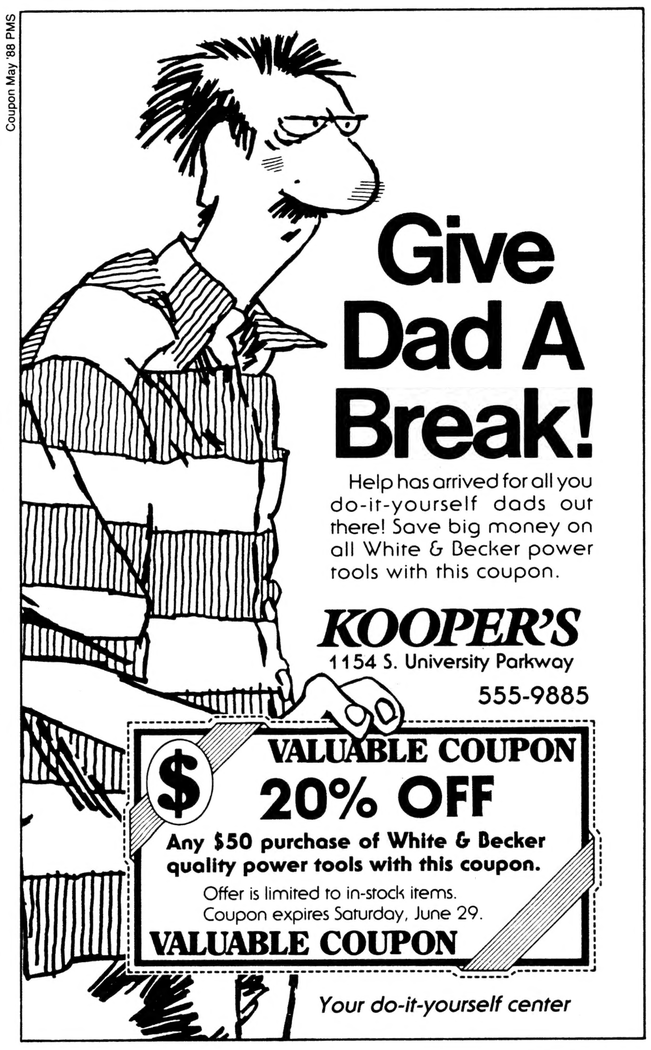
WHO SAID YOU CAN'T TAKE IT ALL WITH YOU?

We're going to let you in on a vacation secret. Times have changed. You can take it all with you in the comfort and convenience of one of our deluxe Road Master motor homes.

We have over 25 different motor home models in stock, with one perfect for your vacation needs at a price you can afford. Easy financing terms are available through Road Master Motor Company. Come in today and see what we have to offer.

COLMAN'S
MOTOR HOME SALES
940 E. Grant St. • 555-7745

Coupon May '88 PMS



Give Dad A Break!

Help has arrived for all you do-it-yourself dads out there! Save big money on all White & Becker power tools with this coupon.

KOOPER'S
1154 S. University Parkway
555-9885

VALUABLE COUPON
$ 20% OFF
Any $50 purchase of White & Becker quality power tools with this coupon.
Offer is limited to in-stock items.
Coupon expires Saturday, June 29.
VALUABLE COUPON

Your do-it-yourself center

WASHINGTON
SUMMER *Fest*

Bring the Family!
Big fun at Willow Bend Park
Saturday, June 28
Magician El Mundini the Magnificent, 7 p.m.
Sunday, June 29
Mayor Jim Aloof's Super Rib Cook-off, 3-7 p.m.

©DG 1991

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GARAGE SALE
©DG 1991

GARAGE SALE
©DG 1991

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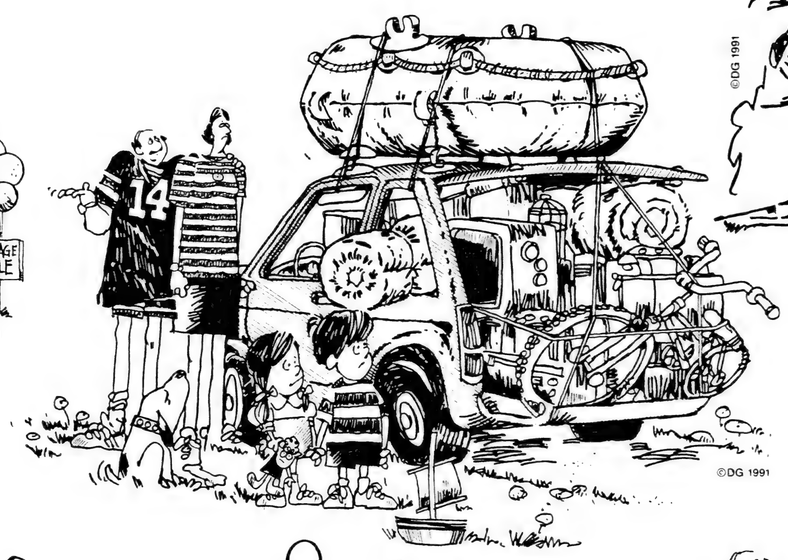
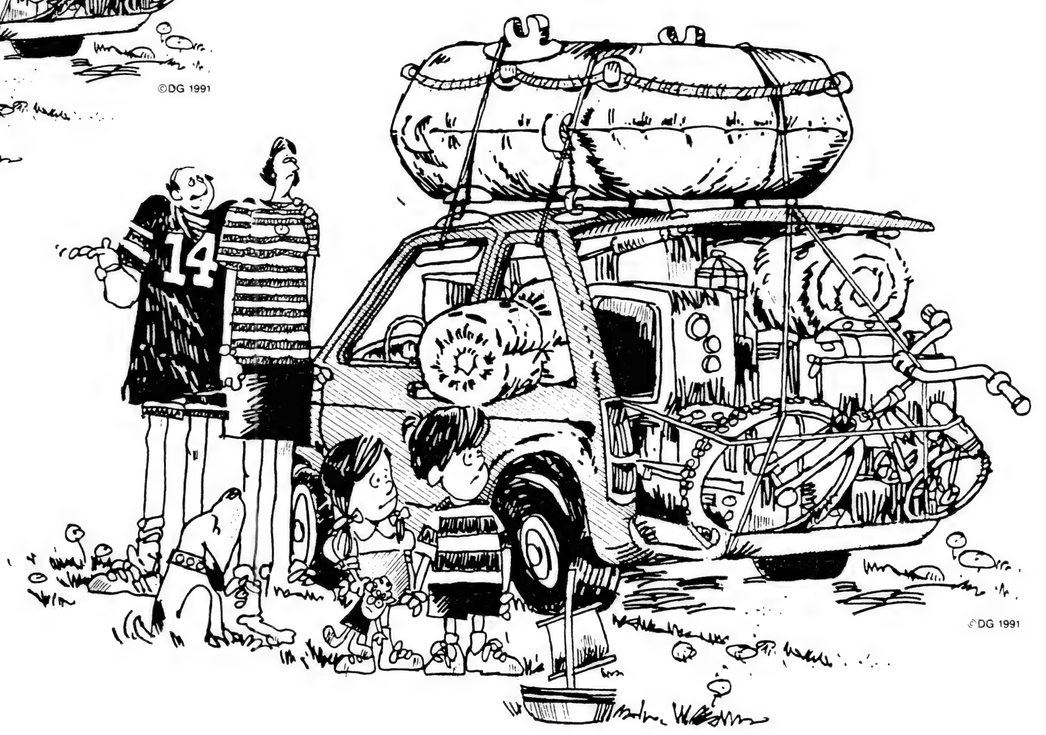

©DG 1991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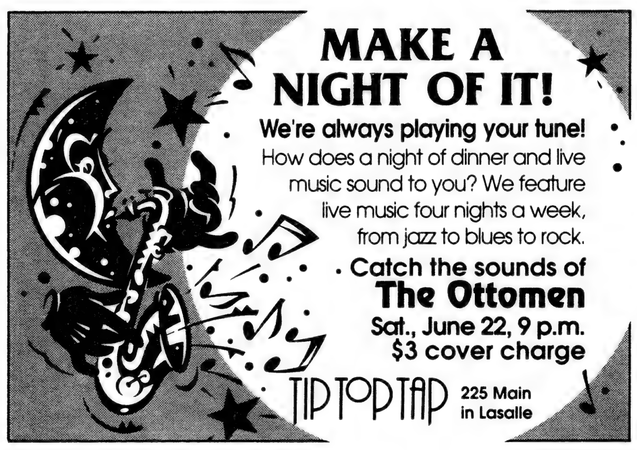


MAKE A NIGHT OF IT!

We're always playing your tune!
How does a night of dinner and live music sound to you? We feature live music four nights a week, from jazz to blues to rock.

Catch the sounds of
The Ottomen
Sat., June 22, 9 p.m.
$3 cover charge

TIP TOP TAP 225 Main in Lasalle

IT'S SINK OR SWIM...

...don't let the big companies swallow up your small business.
It's survival of the fittest in the business world. Do the smart thing and call us in for a complete systems analysis. We can set you up with computerized business systems that allow you to compete with the big boys. Give us a call today at **555-8666.**

Tri-Systems, Inc.

SUN 'N FUN WEEKEND GETAWAYS

Save on 3-day escape packages!

Unwind for a long weekend! All June getaway packages are $50 off through the end of the month.

Packages start at $239 induding hotel and meals.

Hurry up! Call today for more information. **555-8775**

Sounds of Summer

Sounds like KLEE! Keep your radio dial locked on 87.2 FM for our unique blend of big band, mellow jazz, and classical music. **Sounds great!**

Classical Favorites **KLEE 87.2 fm**

SUMMER'S HOT SALE

Be the coolest guy on the beach this summer in our hot clothes!

Save up to 20% on select swim trunks and tees thru Sat.
Cherry Tree Plaza *Calvin's*

SUMMER SAVINGS TO BEAT THE BAND

- **$16.99 Lounge Chairs** Great for the backyard and the beach!
- **$24.99 Lawn Darts** Fun for the whole family!
- **$14.99 Garden Hose** Heavy duty 50-foot section
- **$9.99 Li'l Fishin' Set** A great way to teach the kids how to fish
- **$89.99 10-Speed Bike** Women's and men's models
- **$34.99 Outdoor Grill** Full-size with 3 stainless steel racks

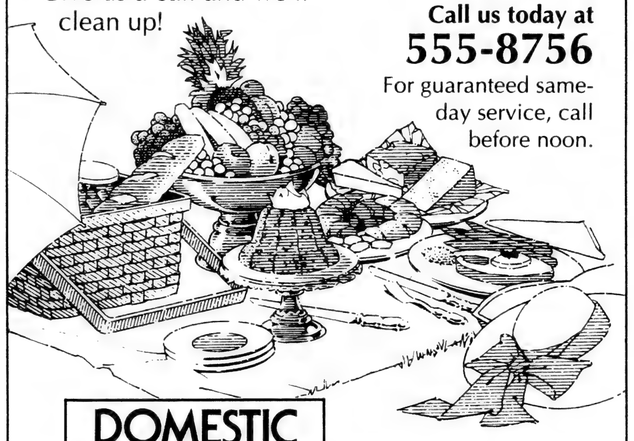
WALDON DISCOUNT
208 W. Glenwood Ave. • Open 9 to 9 Mon. thru Sat. & Sun 11-6

Take it easy

Get our great service and you'll have it maid!
Can't find the time to do the housework? Give us a call and we'll clean up!

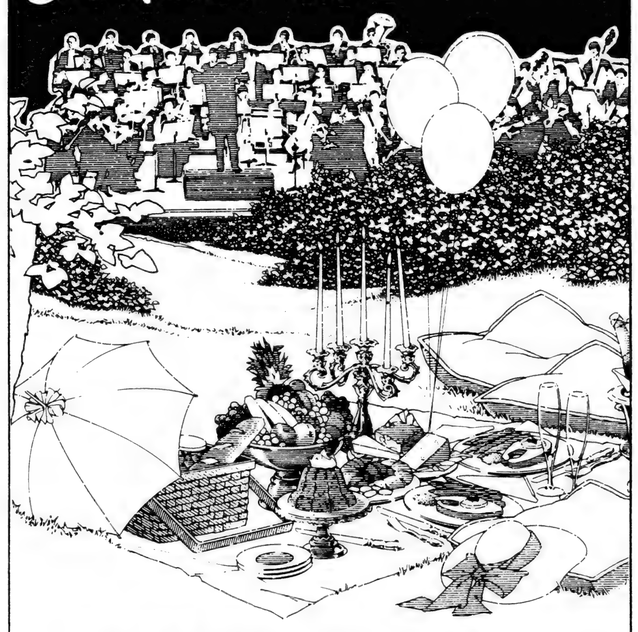
- **Vacuum and mop floors**
- **Wash dishes**
- **Wash windows**

Call us today at
555-8756
For guaranteed same-day service, call before noon.



DOMESTIC ENGINEERS, INC. *Professional cleaning*

Concerts IN THE PARK

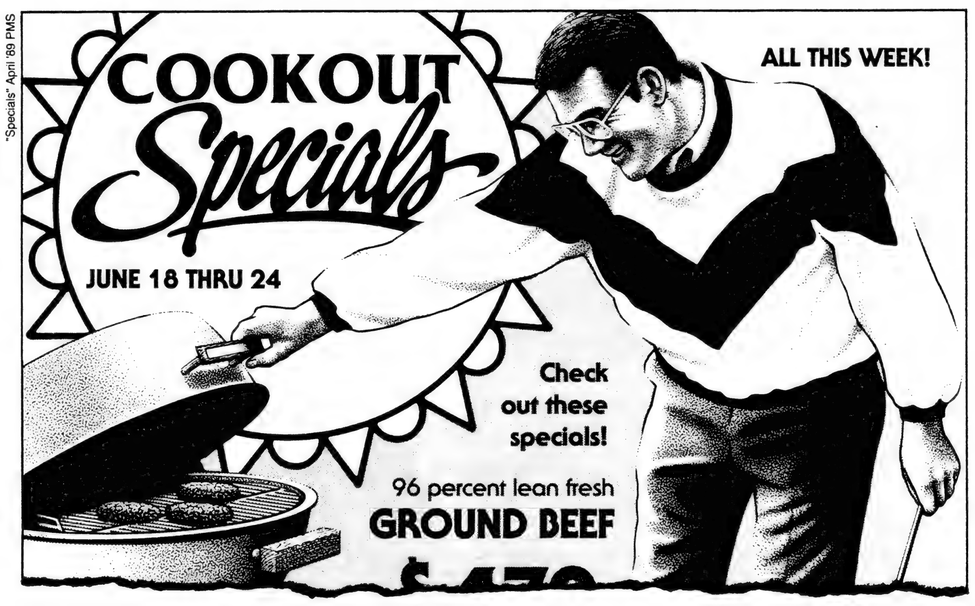


- **Oak Park Amphitheater • 2120 Fell Rd.**
- **Sat., June 8, 7 p.m. Lincoln Municipal Band**
- **Fri., June 14, 8 p.m. Bob Applecart & Co.**
- **Sat., June 22, 7 p.m. Steve Payne Polka Band**
- **Sun., June 30, 7 p.m. Lincoln Municipal Band**
- **Free admission • Food & drink available**

"Specials" April '89 PMS

COOKOUT Specials

ALL THIS WEEK!
JUNE 18 THRU 24



Check out these specials!

96 percent lean fresh **GROUND BEEF**

BE COOL

IN YOUR OWN POOL

Move into the coolest apartment complex around town! Plush one and two bedroom units are available now for rent on a month to month or yearly basis. Units are filling up quick, so call for a tour today!

Phone 555-9855

Sign a year lease before June 15 and get a month free!

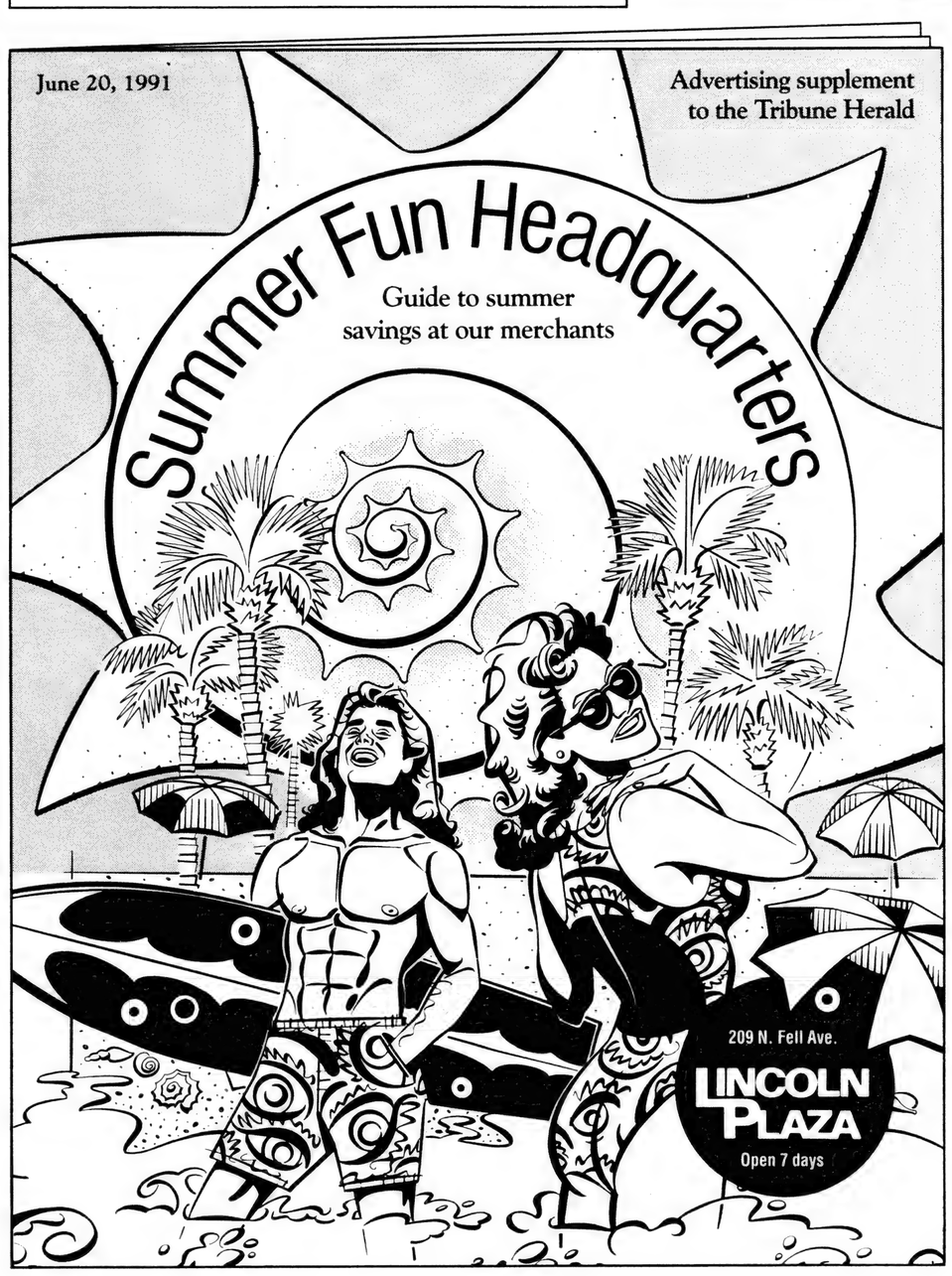
Oakville Apartments
935 N. Glen off Rt. 150

June 20, 1991

Advertising supplement to the Tribune Herald

Summer Fun Headquarters

Guide to summer savings at our merchants



Get in the Swim

Save on swimsuits and accessories this weekend only

Select Swimsuits **20% off**
A variety of dazzling styles and colors!

Tanks and Tees **30% off**
Great for the beach or the streets!

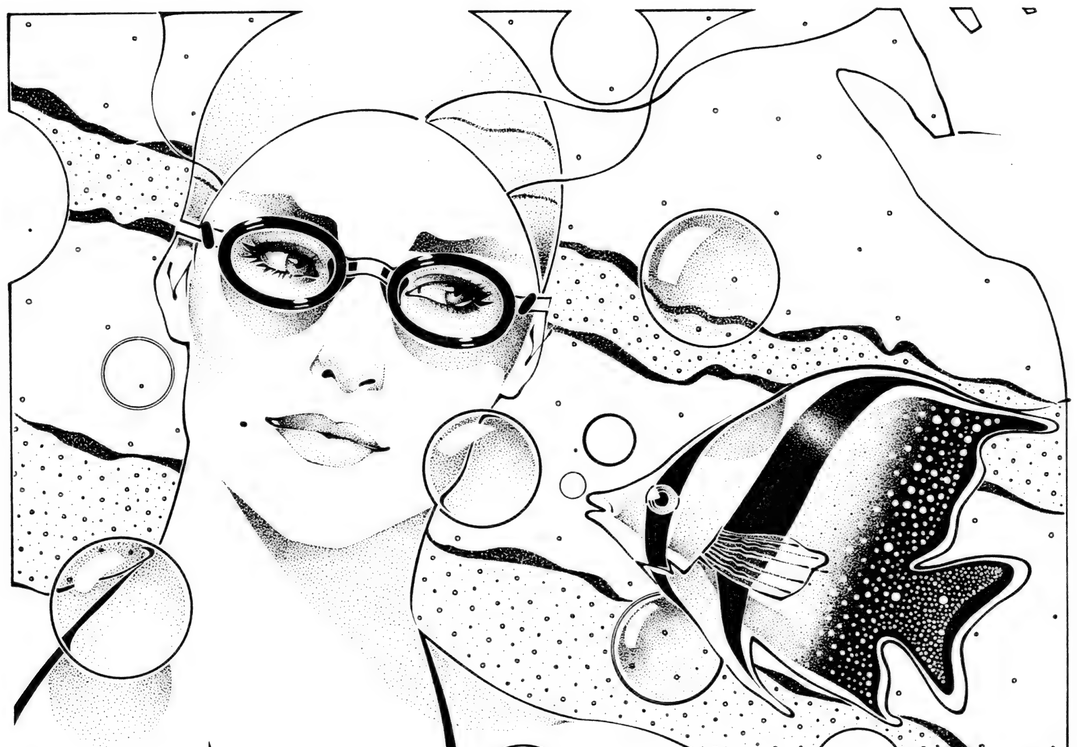
M·A·X·W·E·L·L'S
349 N. Prospect Ave. • Mon. thru Sat. 10-9 Sun. 11-5

"Outdoor Living" May '86 PMS

Outdoor Living AT ITS FINEST

Enjoy the time you spend outdoors to the fullest. Let us turn your yard into a lush garden paradise with a landscaping makeover. Call us for a free estimate at **555-8856.**

MITCHELL'S LANDSCAPING
• 356 N. Willow Knolls Ave.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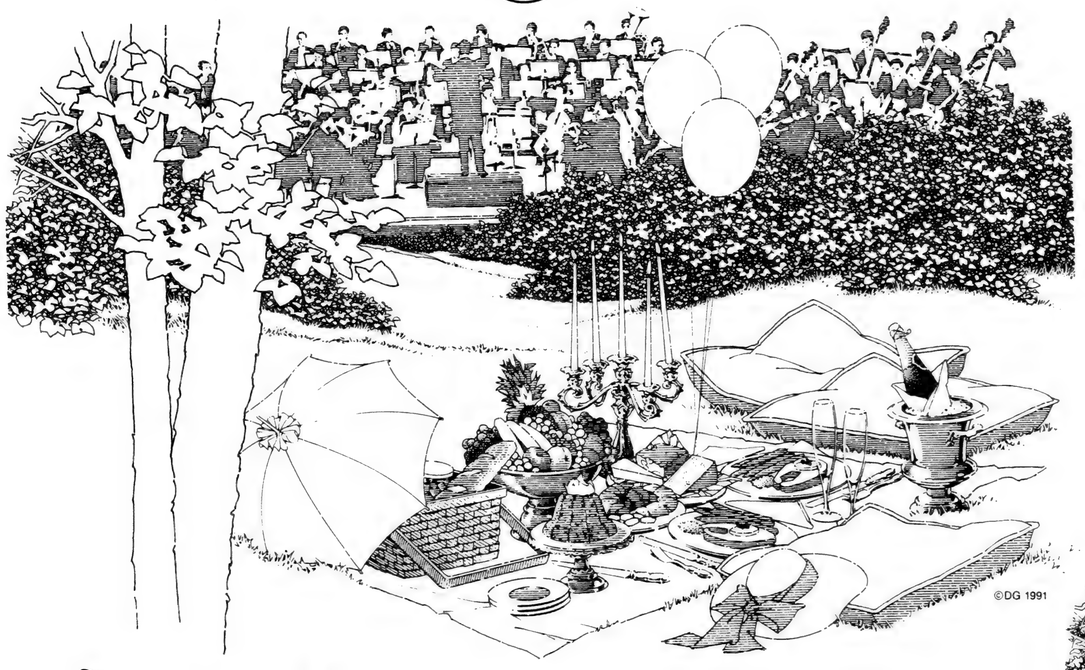
BEACH
CITY
©DG 1991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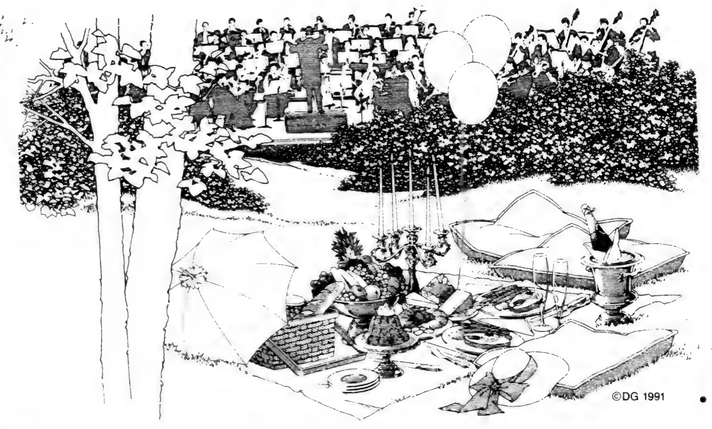
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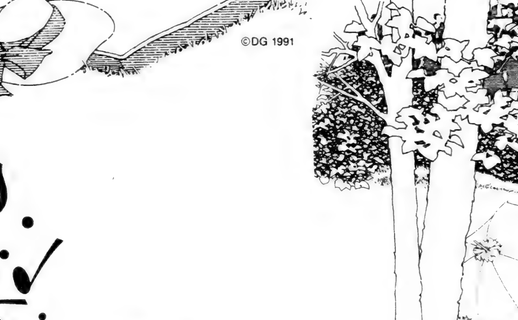

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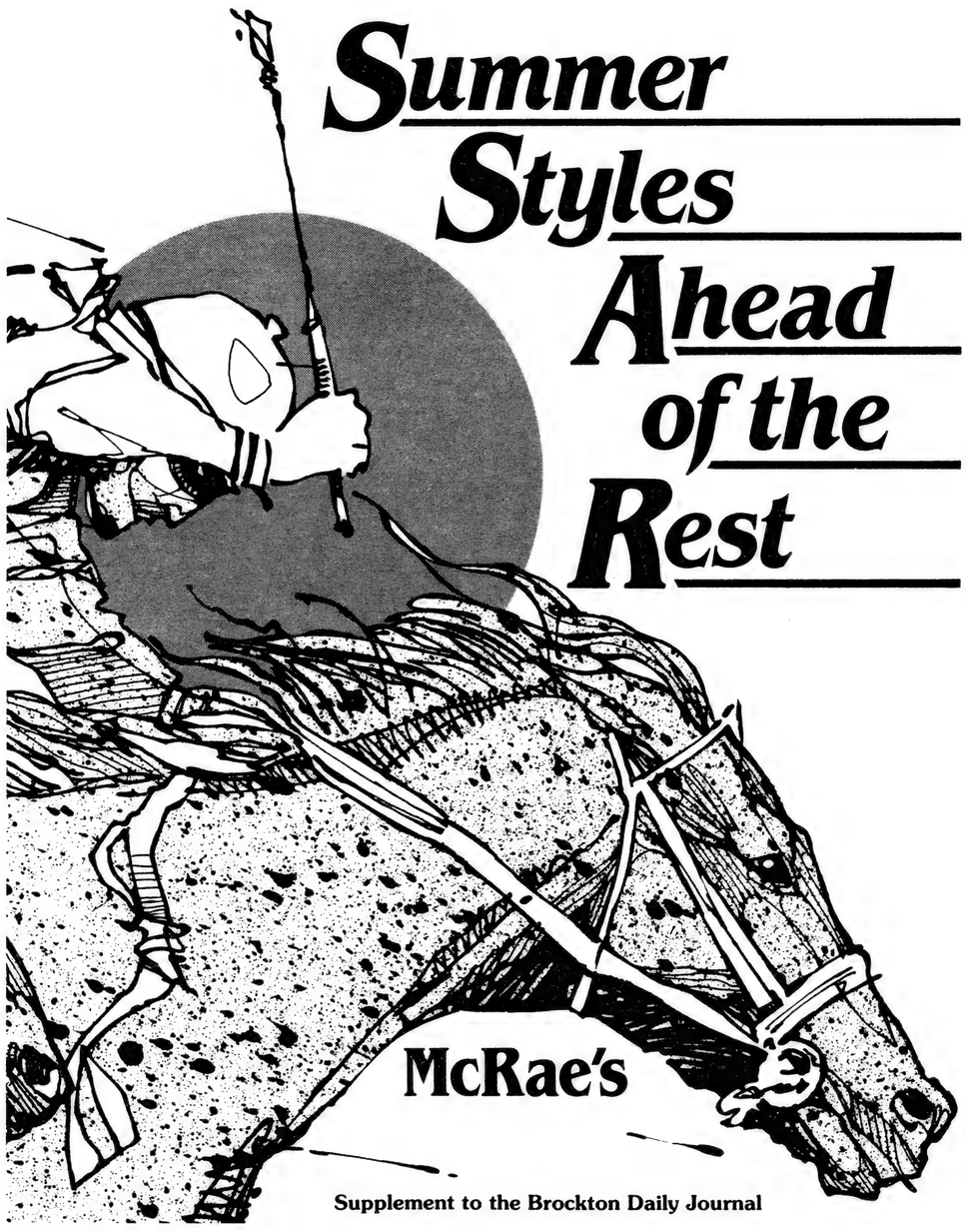
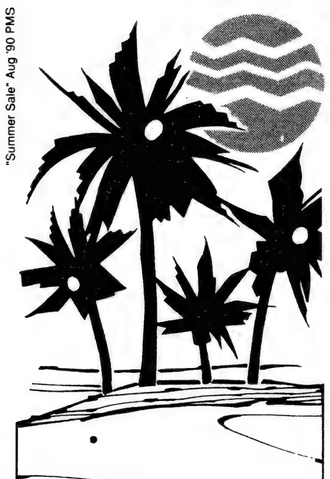


Summer Styles Ahead of the Rest

McRae's

Supplement to the Brockton Daily Journal

"Summer Sale" Aug '90 PMS



SUMMER SALE

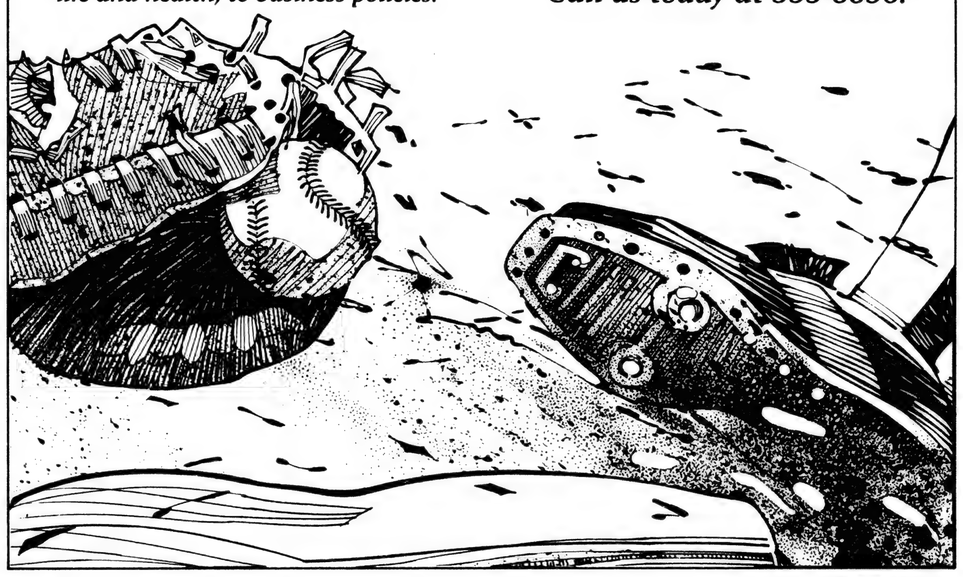
Don't wait! The sands of time are running out on this once-a-year sale.
Hurry
in for
up to 40%
off select ladies
summer fashions
for work and play.
Sale ends June 22!

Whitney's
336 E. Fell Ave.
Open daily 10-7

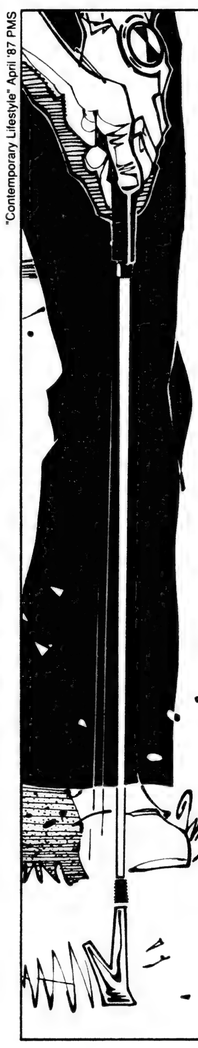
We cover the bases for you!

Get on the ball! Call us for all your insurance coverage needs, from home, to car, to life and health, to business policies.

Walton Insurance
Call us today at 555-8856!



"Contemporary Lifestyle" April '87 PMS



Contemporary Lifestyle

Be a sport. Move into a nice way of life. Beautiful homes are now available on wooded lots in the rolling hills of Southwood.

Much more than a just a place to live. Residents have access to our 18-hole golf course, community swimming pool, and clubhouse.

It's the best move you'll ever make. Prices start in the low 60's. Call for a tour today.

Southwood Estates
Office: 236 E. Fell Hills Drive
off Route 22 near Pekin
Phone 555-6779

Support the Home Team

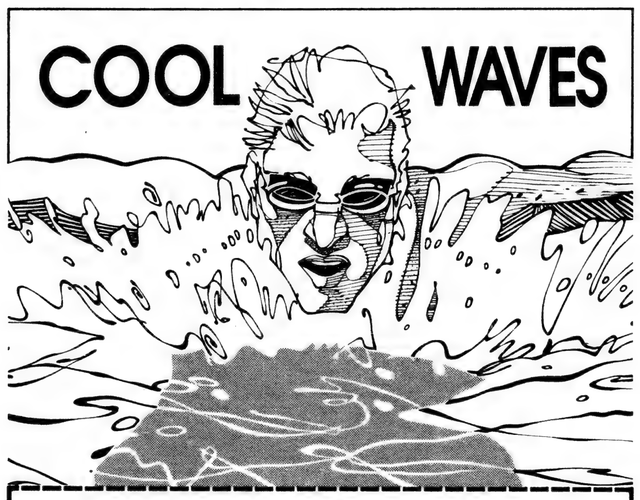
You can't lose when you shop at Alton's fine merchants.

Stay home! Spend your shopping dollars where you can see them. Here!

We'll all be winners in the long run!

Alton Merchants' Association

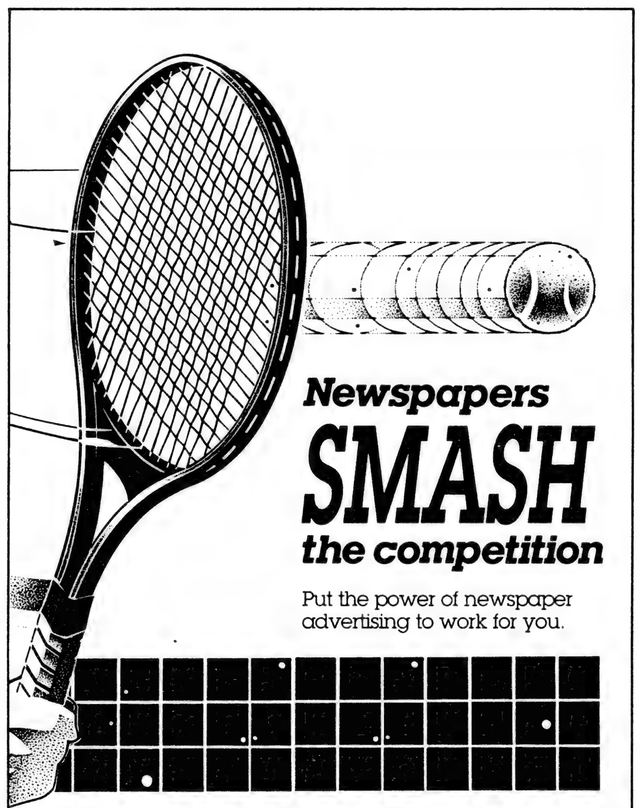
COOL WAVES



Body Perm $38.99

Splashing new looks for summer! Great looking and easy to manage body perms are on sale now. Bring this coupon in before Friday, June 21, and save big bucks. By appointment only.

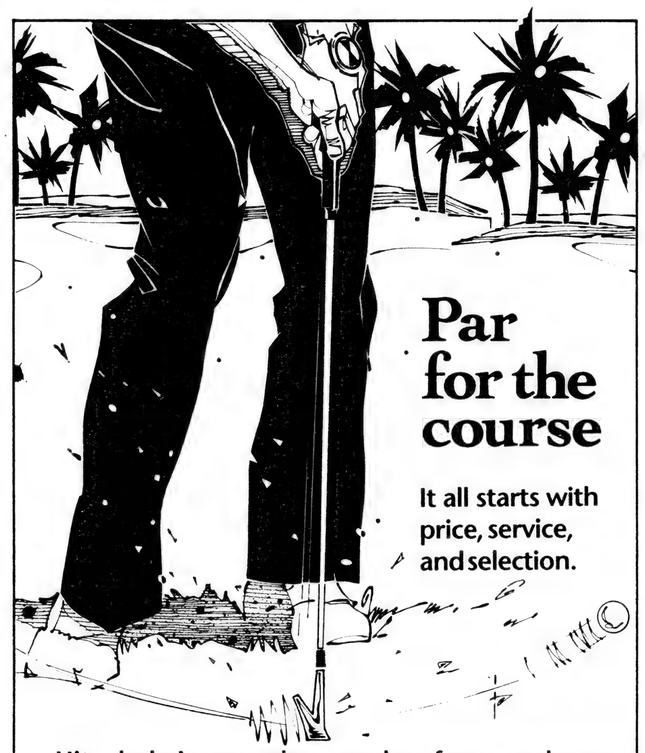
BENTON THOMAS Hair Designs
1109 W. University • Phone 555-8877 • Mon. thru Sat 10 to 7



Newspapers
SMASH
the competition

Put the power of newspaper advertising to work for you.

Contact Advertising Rep Jill Connor at 555-6690
The Journal Tribune
Serving the Plattsburg area since 1933.



Par for the course

It all starts with price, service, and selection.

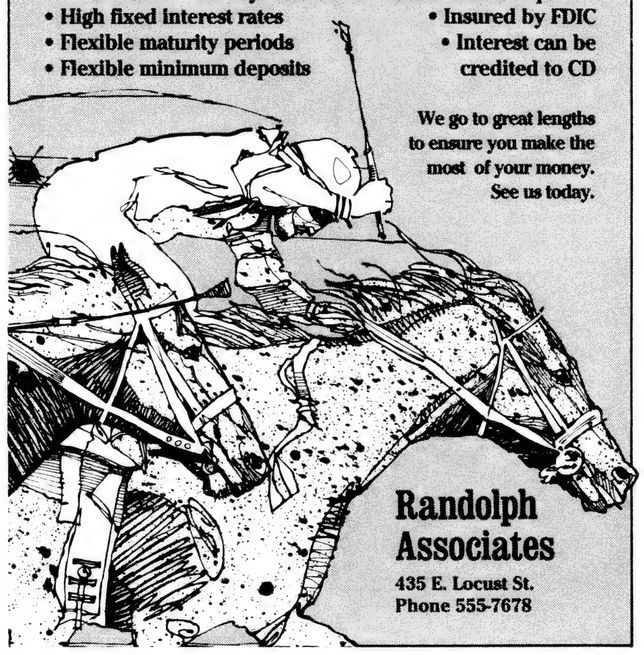
Hit a hole-in-one when you buy from our huge selection of new or used cars . Every car we sell comes with a six-month unlimited warranty, with all maintenance performed by our certified technicians. Don't settle for subpar. See us.

Village Motors
210 E. Pioneer Rd. in Lincoln
Phone (311) 555-7765

Go with the Sure Thing

You can't lose when you invest in Certificates of Deposit.
- **High fixed interest rates**
- **Flexible maturity periods**
- **Flexible minimum deposits**
- **Insured by FDIC**
- **Interest can be credited to CD**

We go to great lengths to ensure you make the most of your money. See us today.

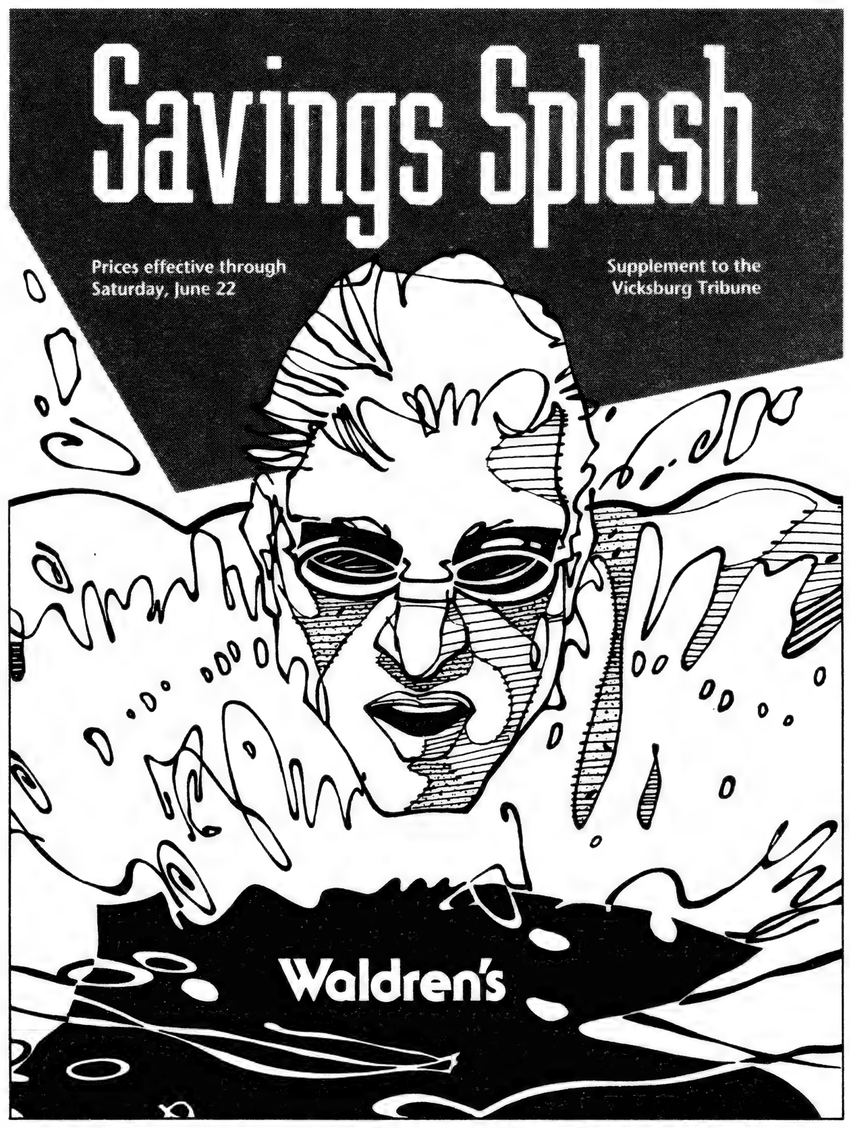


Randolph Associates
435 E. Locust St.
Phone 555-7678

Savings Splash

Prices effective through Saturday, June 22

Supplement to the Vicksburg Tribune



Waldren's

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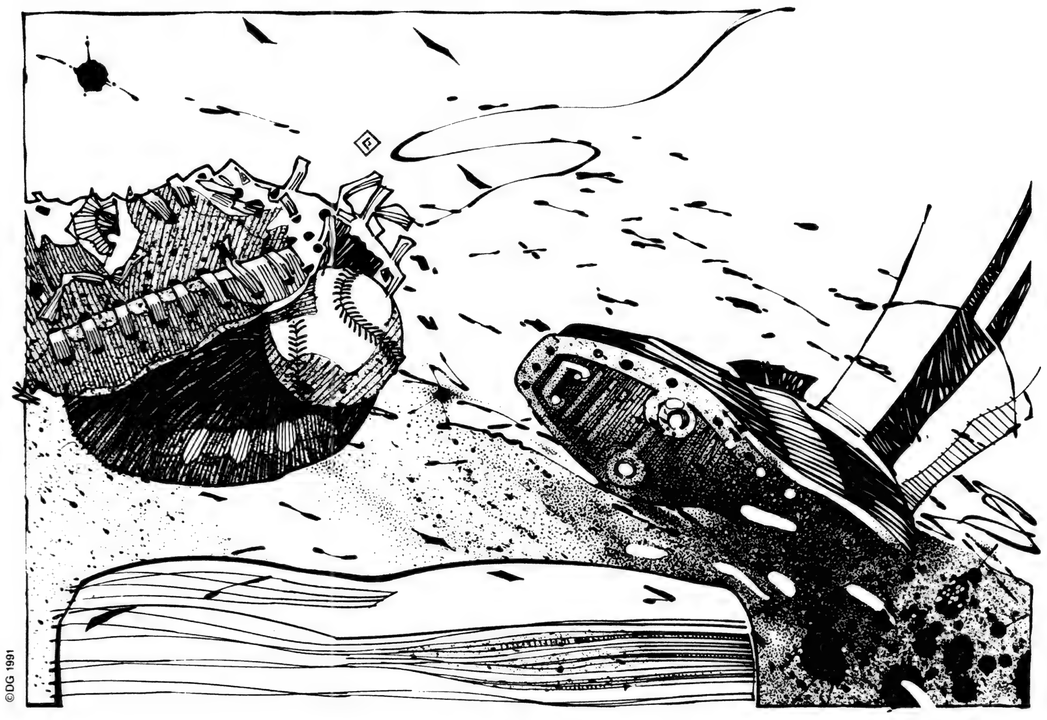
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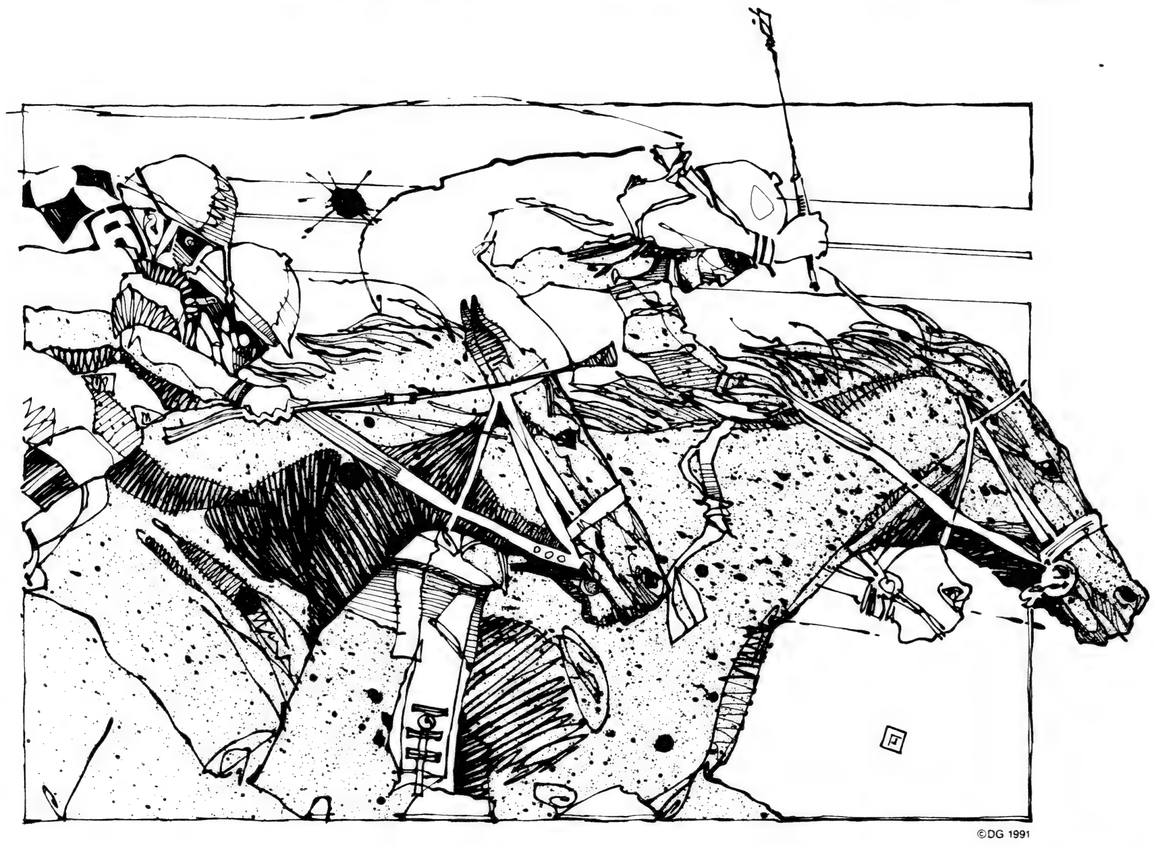
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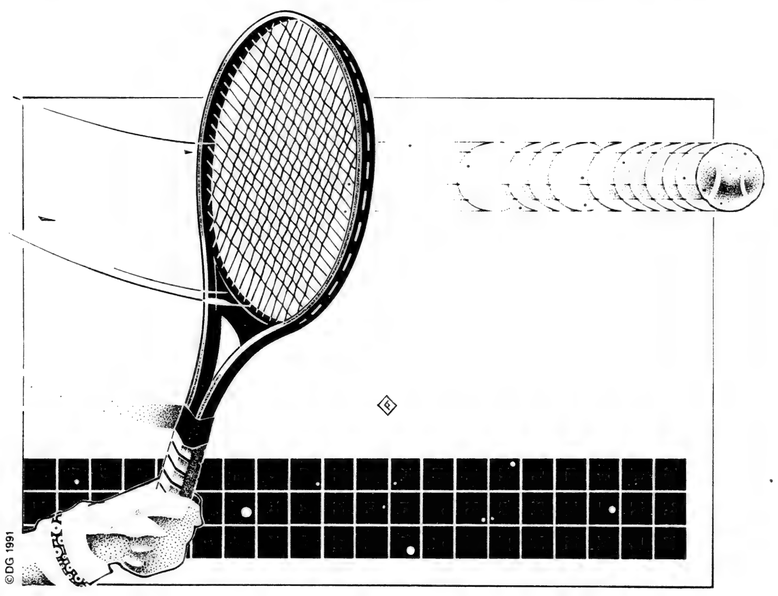
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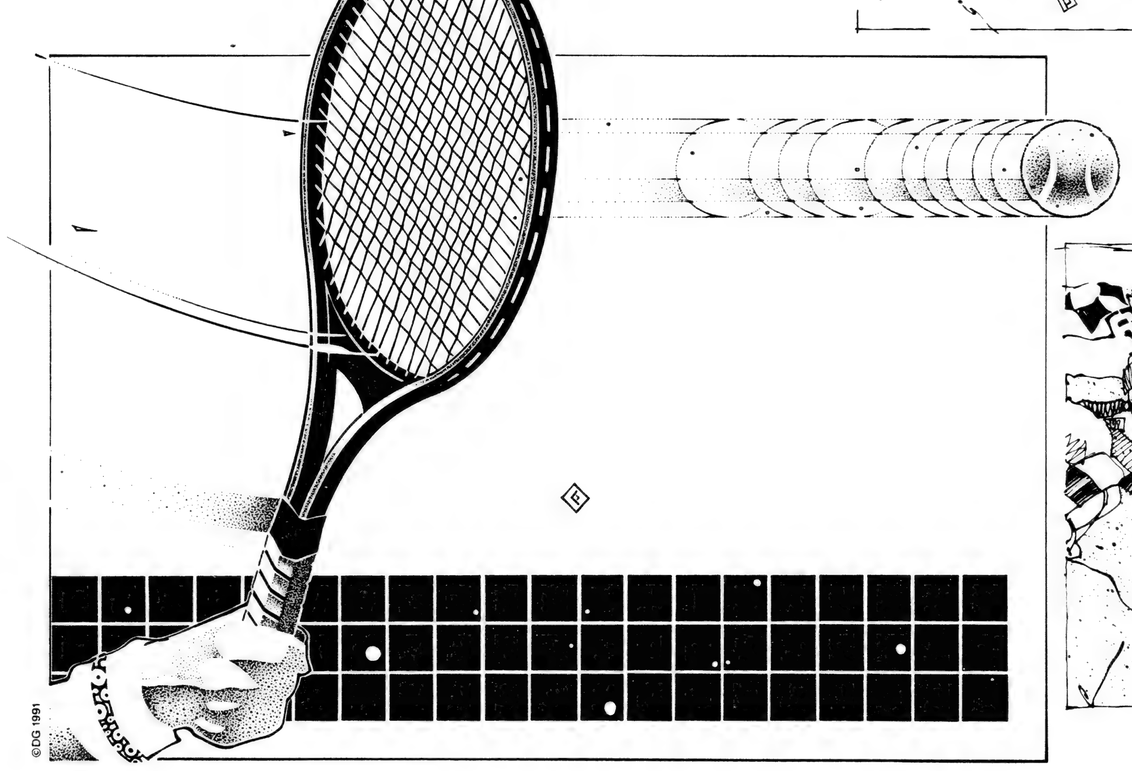
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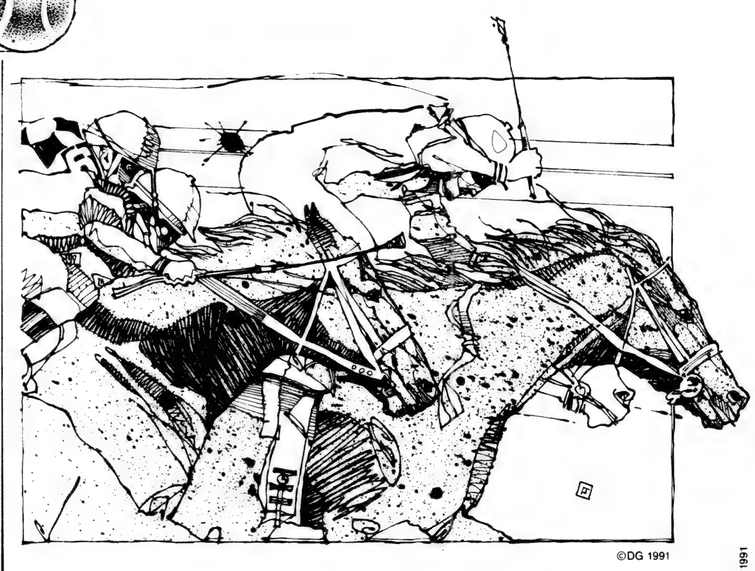
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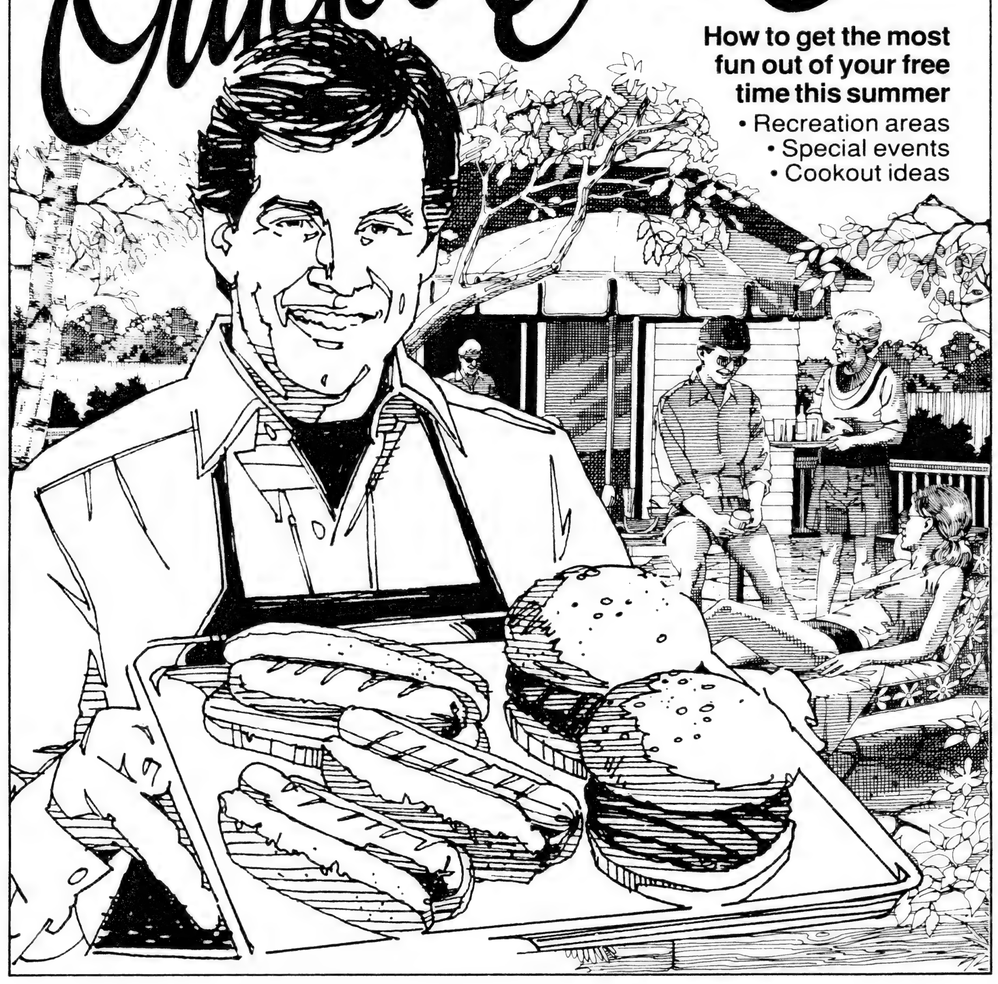
"Outdoor Living" May '86 PMS

Supplement to the Times Herald Sunday, June 9

YOUR GUIDE TO *Outdoor Living*

How to get the most fun out of your free time this summer

- Recreation areas
- Special events
- Cookout ideas



LOOK WHAT WE'VE STIRRED UP!

We're adding some spice to your Saturday paper.
Check out the new Weekend Update supplement for great entertainment news and movie reviews.

THE DAILY MESSENGER
CALL 555-9986

Headline May '90 PMS

JUNE IS NATIONAL

DAIRY *Month*

Keep your family happy, healthy, and strong. Buy wholesome dairy foods for an excellent source of natural calcium.

JOHNSON'S FOOD BASKET
Sunset Plaza
Open 24 hrs.

Serving you since 1922

"Dairy Month" June '89 PMS

BULK RATE
U.S. Postage
PAID
Permit No. 123

Bud's Nursery
801 Senator Rd. • Open daily 11 to 7

CR-RT PRESORT ** CR30
05553473 82018
RYAN PHILLIPS
OR CURRENT RESIDENT
2118 WILDWOOD DR.
LINCOLNWOOD TX 91665-9672

Great OUTDOOR SAVINGS

20% – 50% off our regular prices

"Great Outdoor Savings" June '90 PMS

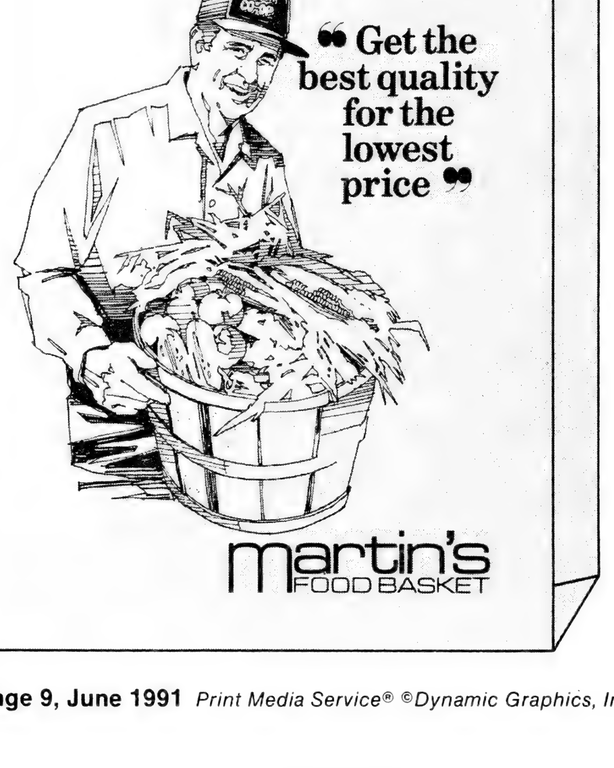
Versatile *PMS* art isn't just for newspaper ads! Art spots on hang tag, below, mailer, far right, and newspaper insert, lower right, could also be used on store flyers, print ads, and in-store promotions.

"Taste of Summer Sale" May '90 PMS

bonwitt's

Taste of Summer *Sale*

TAKE OFF AN ADDITIONAL 25%



"Get the best quality for the lowest price"

martin's FOOD BASKET

"Coolers" June '88 PMS

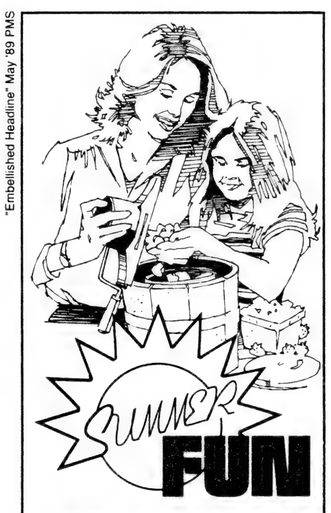
SUMMER
Coolers
Beat the heat with ice cream!

Wonder Bar 53¢

Hot Fudge Brownie Treat 99¢

THE ICE CREAM SHOPPE
709 Partington St.

"Embellished Headline" May '89 PMS



Bring the family out to Carr Park for Festival in the Park!

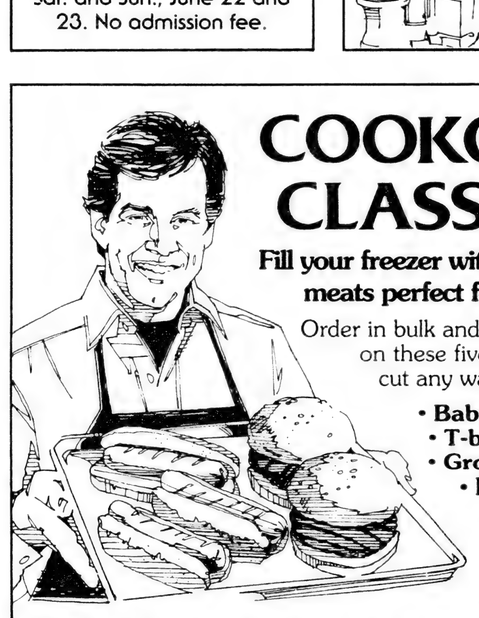
We'll have games, contests, rides, food, drink, and fun for everyone!

Sat. and Sun., June 22 and 23. No admission fee.

We want you to stay the picture of good health

Enroll in a cooking class and eat your way to good health.

ST. JOHN'S HOSPITAL
555-8798
Classes start Mon., June 3



COOKOUT CLASSICS

Fill your freezer with delicious meats perfect for the grill.

Order in bulk and save money on these five-star meats, cut any way you want.

- **Baby back ribs**
- **T-bone steaks**
- **Ground chuck**
- **Pork chops**

Free delivery for orders over $25 in a limited area.

MIDTOWN MEAT MARKET
1034 N. Main St. • 555-9877 • Open Mon.-Sat. 9 to 7

Just dial 555-9312 for free 30 minute delivery

"Wow! Fresh, hot pizza in only 30 minutes!"

George's Pizza

Use these coupons and save on our delicious thin crust, original, pan, or stuffed pizza. Give us a call TODAY!

MEDIUM PEPPERONI $5.99 — LOADED WITH PEPPERONI, REGULAR OR THIN CRUST. OR TWO FOR ONLY $9.99
GEORGE'S PIZZA EXPIRES 6/8/91
$ SAVE $

MEDIUM PIZZA $4.99 — BUY ANY MED. PIZZA AT REGULAR PRICE & GET THE SECOND FOR ONLY $4
GEORGE'S PIZZA EXPIRES 6/15/91
$ SAVE $

LARGE FOR THE MEDIUM PRICE
Your choice of any type large pizza for the price of the medium size.
GEORGE'S PIZZA EXPIRES 6/22/91
$ SAVE $

LARGE FOUR TOPPER SPECIAL $9.99 — YOUR CHOICE OF ANY 4 TOPPINGS
GEORGE'S PIZZA EXPIRES 6/29/91
$ SAVE $

Coupon Mortices May '86 PMS

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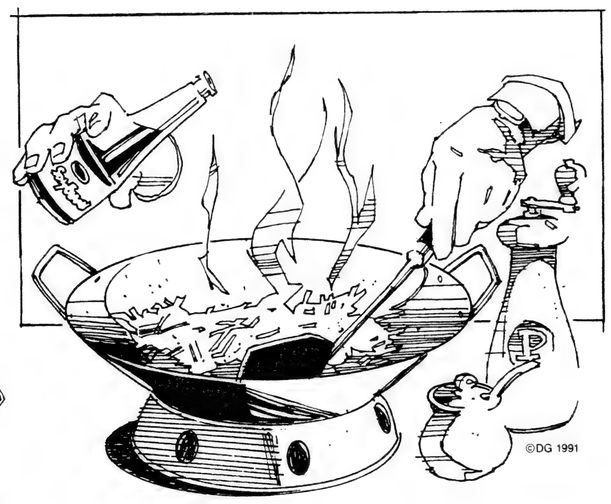
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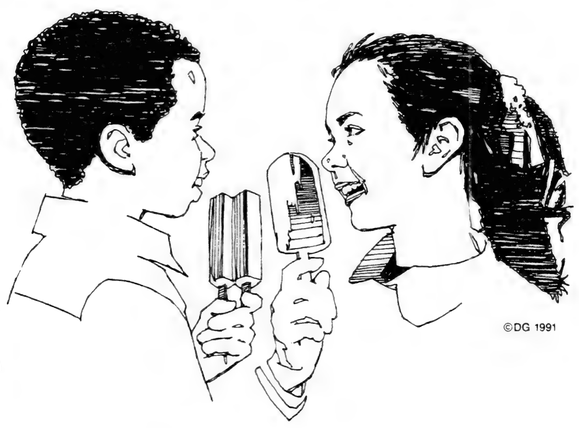
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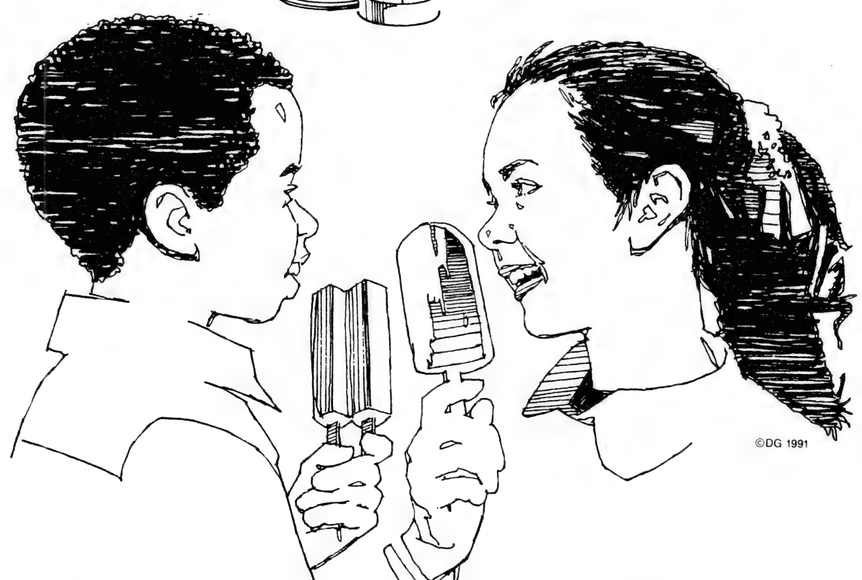
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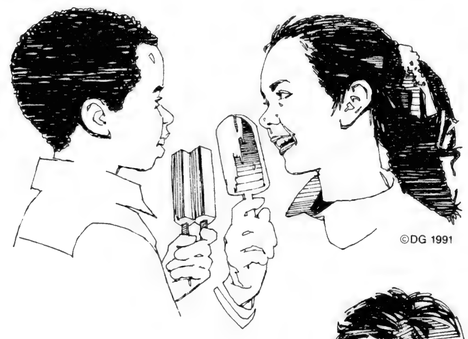
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farm fresh
2% MILK
©DG 1991

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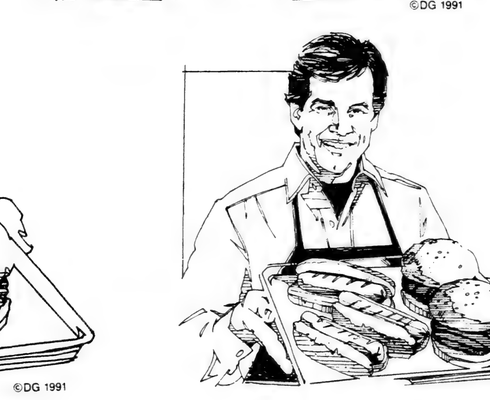
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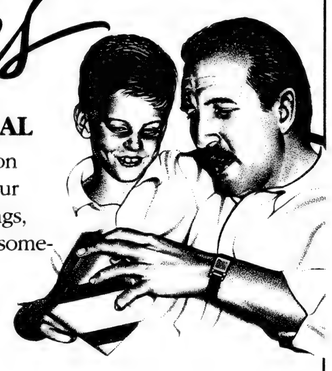
©DG 1991

farm fresh
2% MILK
©DG 1991

Fathers
ARE SPECIAL



Dads deserve special gifts on their special day. Come see our large selection of watches, rings, chains, and more. We've got something for every dad.

MOORE JEWELERS
907 N. Fenton St • Open 11 to 7

Man's Best Friend...
is not necessarily his dog.

Sometimes a person's best friend is another person. Their insurance agent. Your agent should be there when you need him.

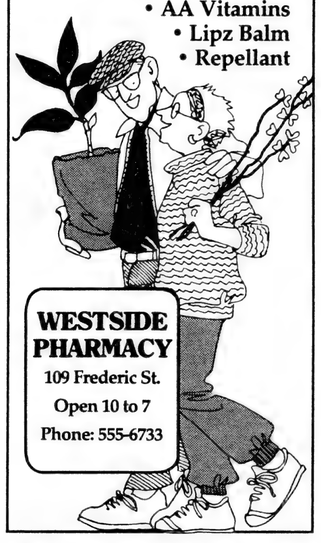
Our agents are ready to take care of claims as quickly as possible. Give us a call today.

POTTER INSURANCE
555-3986

Enjoy your summer in good health

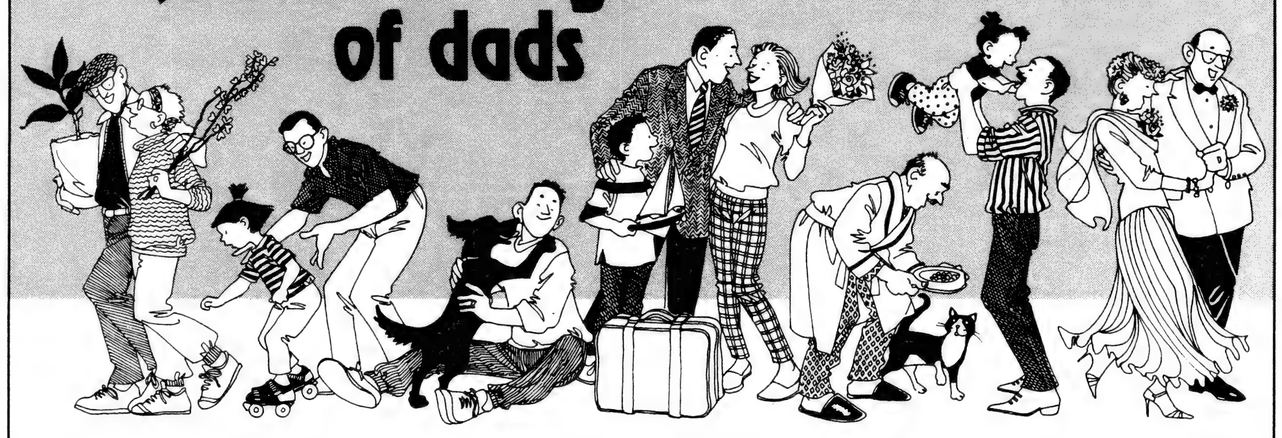
Be sure to take care of yourself and make the most of the summertime. Shop with us and save on these quality products:

- Sunny Tanning Oil
- Allergane Tabs
- AA Vitamins
- Lipz Balm
- Repellant



WESTSIDE PHARMACY
109 Frederic St.
Open 10 to 7
Phone: 555-6733

All kinds of gifts for all kinds of dads



Carson's Cards & Gifts
Cards, wrapping paper, and unique gifts for dad

Box Office Video Rentals
Give dad a rental gift certificate

Potter's Pizza

With fourteen stores to choose from, you're sure to find something that your dad will love!
METRO MART
"We've Got More Of

Schumacher's Suits
Ties and accessories from Savile Taylor

BROWN'S SHOE BOX
Dress shoes, boots or slippers

Forrester's Fine Jewelry

TREAT HIM ROYALLY!

Bring your dad out for dinner on Father's Day. The whole family will eat like kings at our special dad's day buffet. $7.45 per person. Dads must be with at least one family member.

Free Dinner For Dad When Accompanied By Family

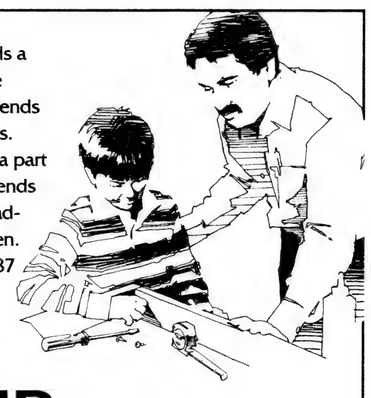
Binuchi's
11 Dune St. • 555-9022

Give Dad Our Best

Your dad deserves the best on Father's Day. And the best place to find him a unique gift is right here! Dad's sure to enjoy the newest bestseller or a book on his favorite hobby. We're sure to have something that will please any father.

Carlton Books
In Candletree Plaza
Open daily 11 to 7

Every child needs a friend. But some children need friends more than others. Volunteer to be a part of our Family Friends program for disadvantaged children. Just call 555-9087



BE A FRIEND

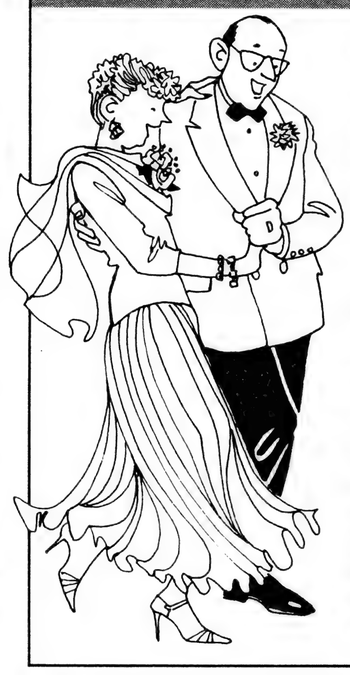
Check us out for great Father's Day gifts!

You can treat your dad to something that will make him happy and make your wallet happy too! We've got a great selection of gifts for dad that are all $15 or under.

- Barr Pen and Pencil Sets
- Frego Lawn Chairs
- Mussaki Cameras
- Desk Organizers
- DZ Flashlights

Sentry Drugs
In Greenland Mall

Dance the night away...



What?
A prime rib dinner and ballroom dancing with The Bob Butler Brass.

Where?
The Continental Regency Hotel Grand Ballroom in downtown Bloomington.

When?
Saturday, June 29, from 7 p.m. to 1 a.m.

How?
Call 555-8779 for tickets. Only $35 a couple.

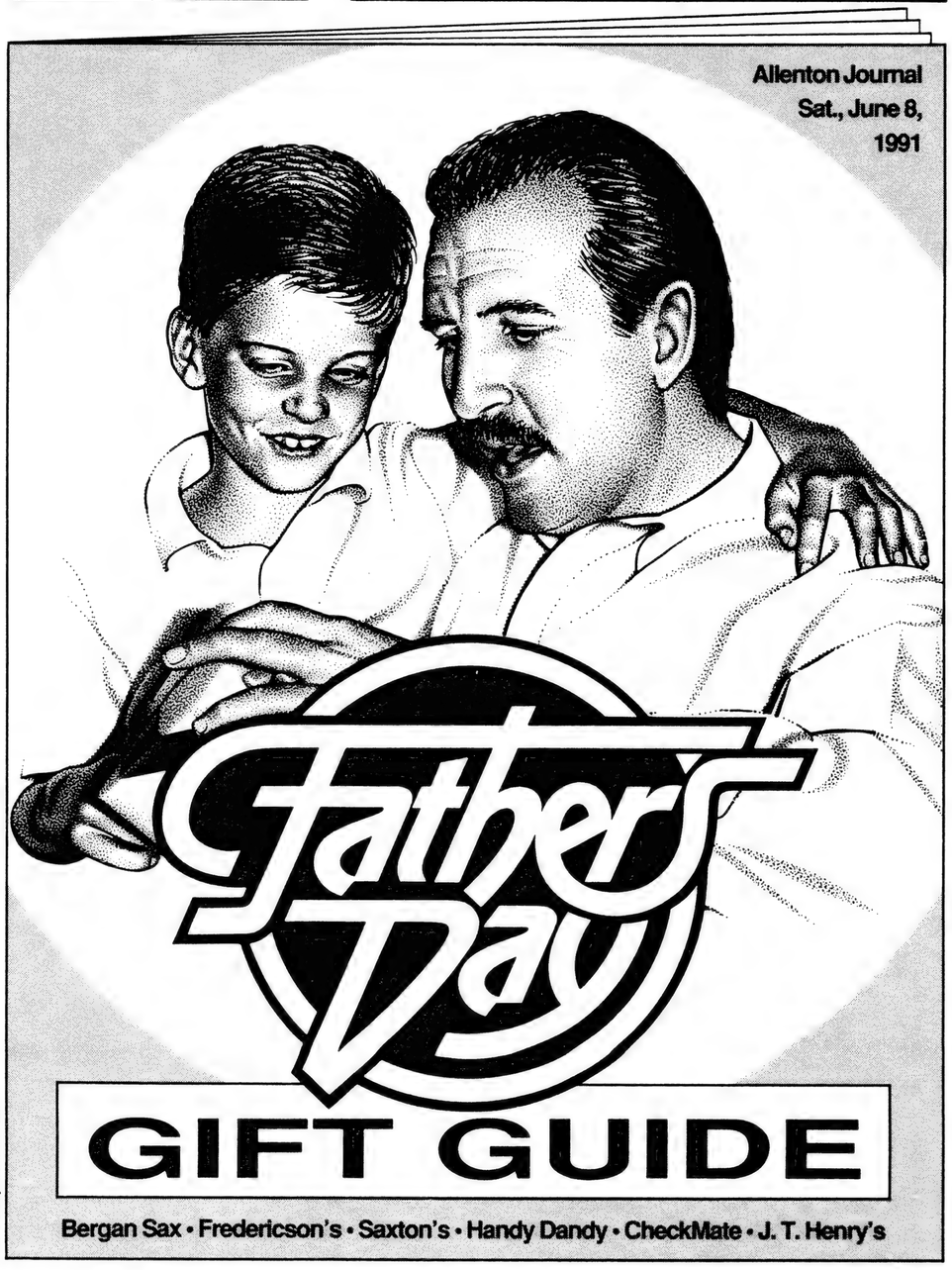
Proceeds benefit TDA

What are you hanging around for?

— Haven't you heard, there's 20% off on all dress shirts?

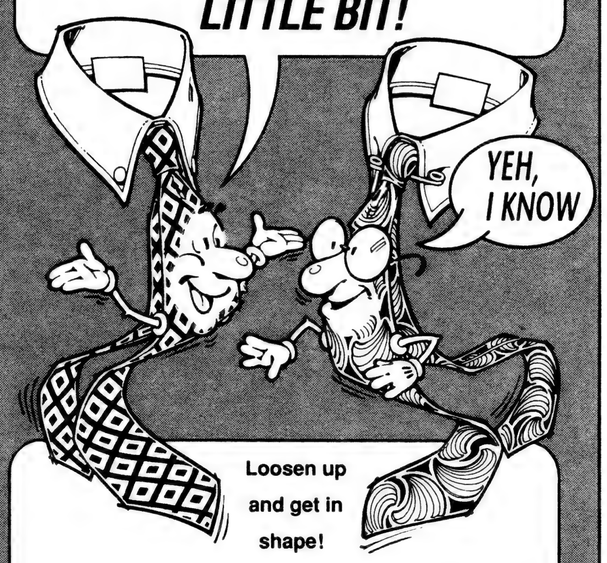
Your ties will be happy to hang around some new shirts. And your wallet will be happy, because you can save up to 20% on Gallant and Field Stone dress shirts.
Please hurry out. This sale ends Saturday, June 29.

JOHNSON'S MENSWEAR Greystone Mall


Allenton Journal
Sat., June 8, 1991
Father's Day
GIFT GUIDE
Bergan Sax • Fredericson's • Saxton's • Handy Dandy • CheckMate • J. T. Henry's

"Fathers Day" June '89 PMS

MAN, YOU LOOK PRETTY UPTIGHT. YOU NEED TO LOOSEN UP JUST A LITTLE BIT!



Loosen up and get in shape!

The stresses and strains of daily living can make you feel tense and tired. Exercise is a great way to loosen up!

Membership includes use of: 2 gymnasiums, pool, jogging track, 7 raquetball courts, and free weight room.

Plus, absolutely free soap and towel service, sauna, whirlpool, masseur, and juice bar beverages.

Sign up today for better health!
Sign up before June 22, and the initial $50 registration fee is waived. Membership rates and fees vary. We offer a significant discount on full family and corporate group memberships. Stop in or call today for an appointment to tour our health facilities.

Just call: 555-9199

Midtown Health Club
700 Glen St. • Open from 6 a.m. to 10 p.m.

A salute to dads everywhere on

Father's Day

Remember how much your father taught you when you were younger? He was always there to help you with your homework, to help you fix your bike, to show you how to play a game, or to teach you how to drive a car. Let your father know how much you appreciate all he's done for you. Just tell him how much you love him on Father's Day.

1ST NATIONAL BANK

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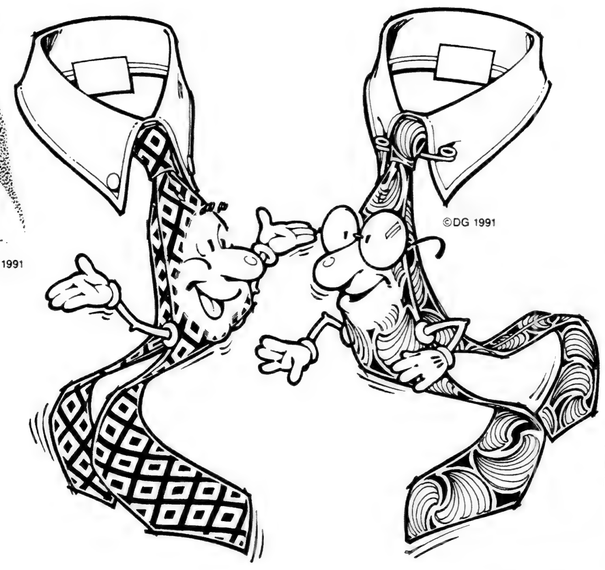
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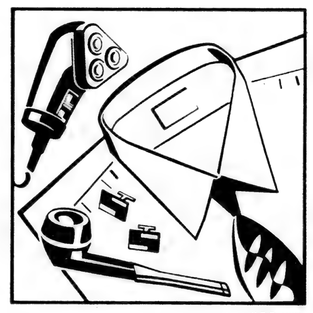
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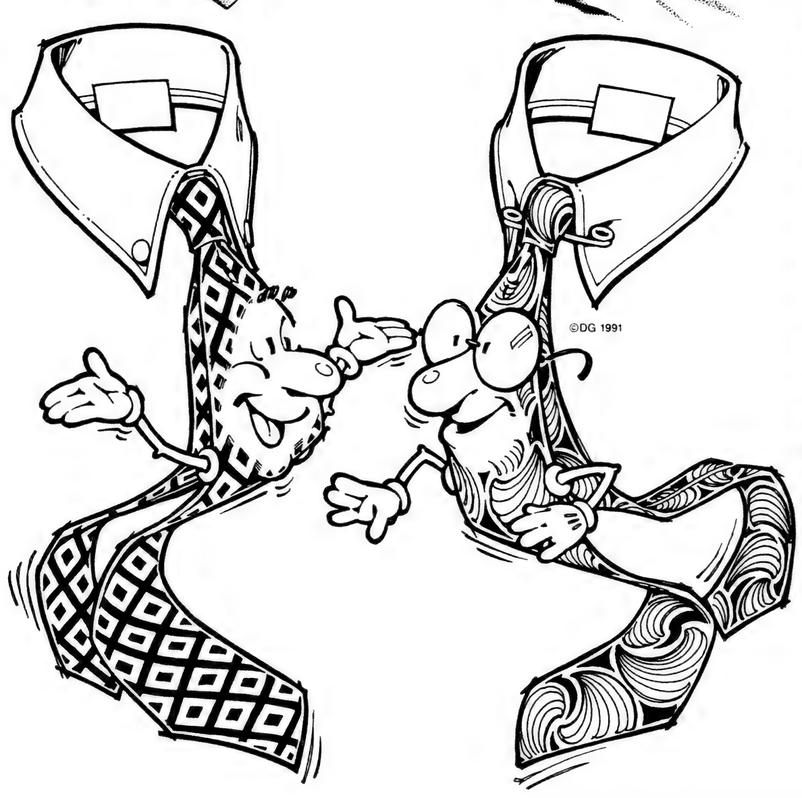
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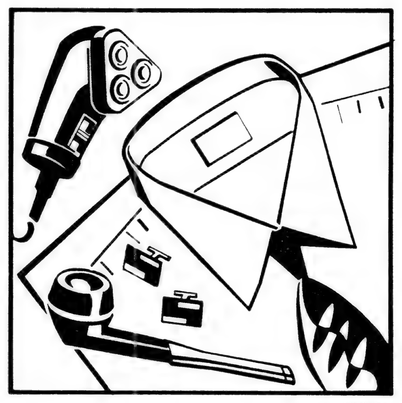
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To DAD
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To DAD
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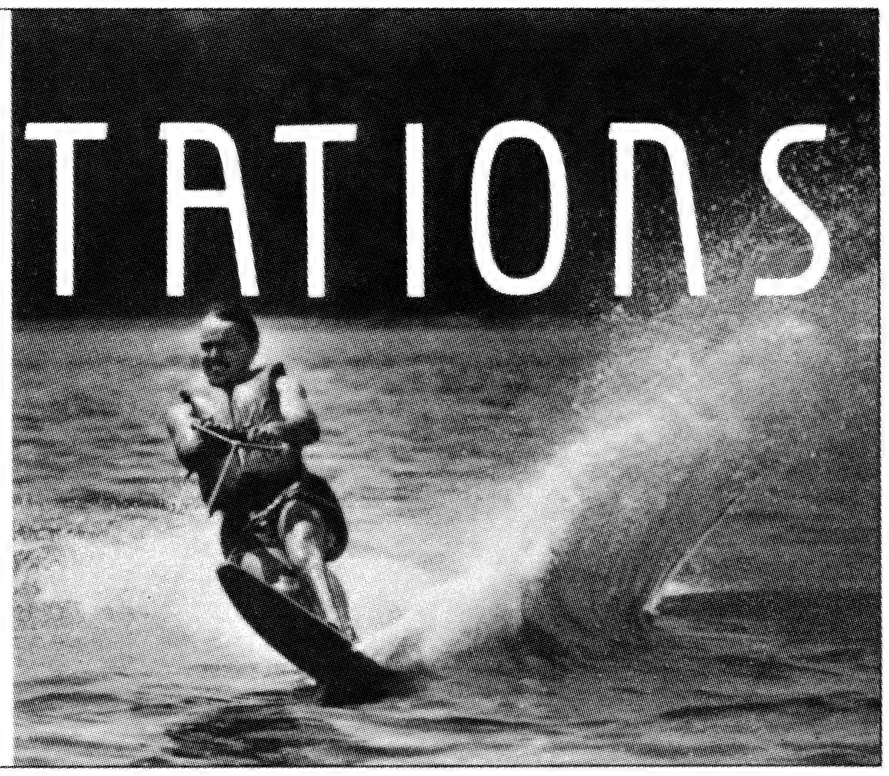
Accept No LIMITATIONS

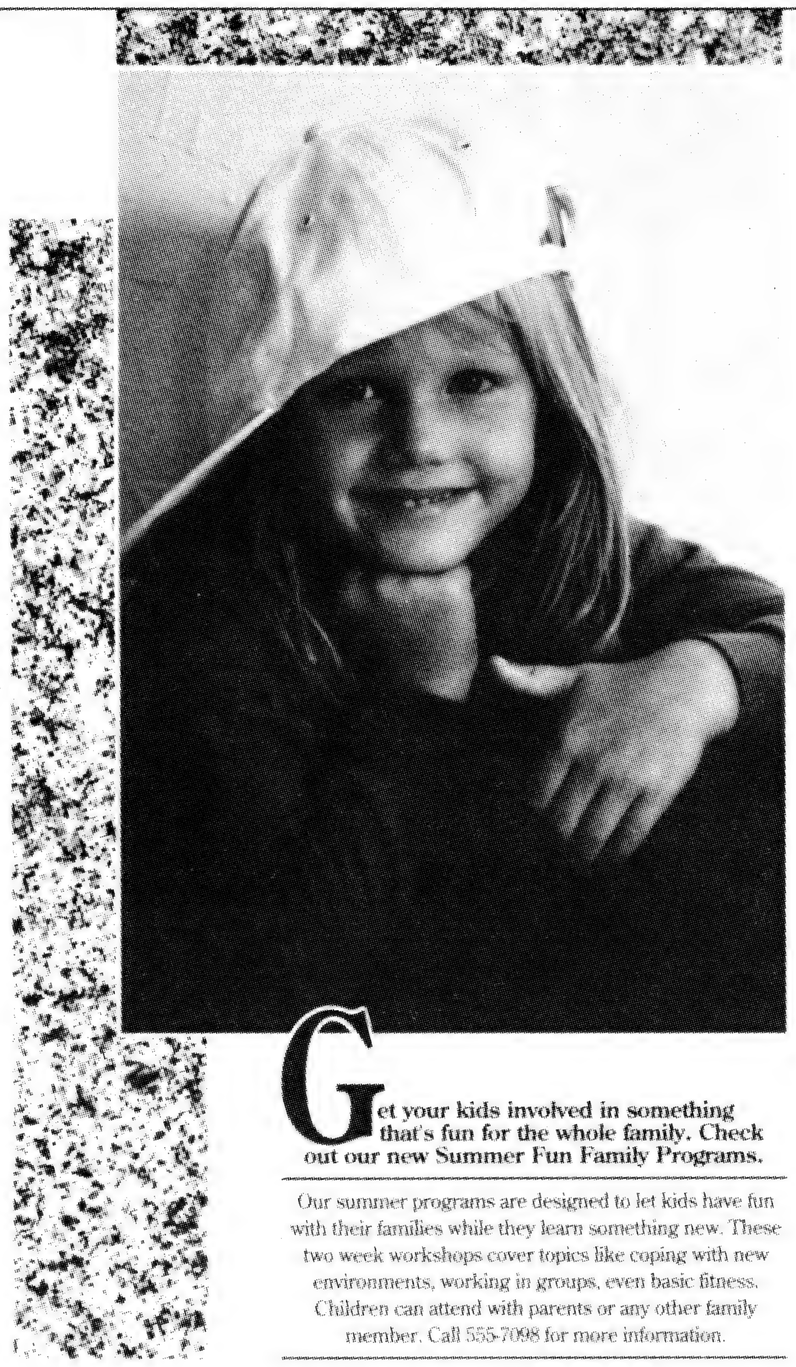


Your life can be all that you want it to be. Let us help you expand your horizons with college classes, workshops, and seminars.

Improve your current job skills, educate yourself in a new field, learn something practical, or just come for fun. Call 555-9673 for our free course catalogue.

MISSOURI VALLEY
COMMUNITY COLLEGE

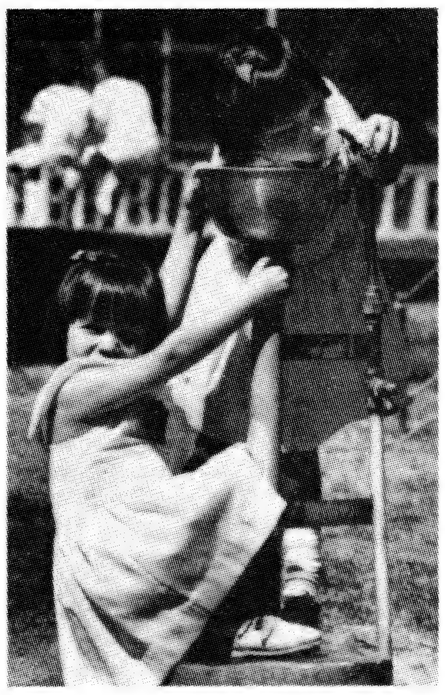
Texture Mar. '91 Clipper



Get your kids involved in something that's fun for the whole family. Check out our new Summer Fun Family Programs.

Our summer programs are designed to let kids have fun with their families while they learn something new. These two week workshops cover topics like coping with new environments, working in groups, even basic fitness. Children can attend with parents or any other family member. Call 555-7098 for more information.

TOTAL HEALTH CARE CENTER
A Branch Of Garrison Memorial Hospital



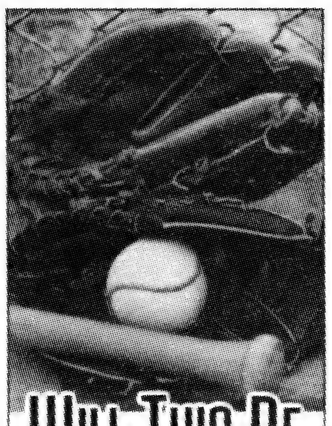
FIRST DAY OF SUMMER SALE FRIDAY, JUNE 21

Summer fun has just begun! Stop in and check out our prices on warm weather fashions for the whole family. Hurry out! Sale ends June 21 at 9 p.m.

25% OFF
ALL REGULARLY PRICED

• Junior Dresses • Men's Suits • Shoes
• Frederico Sportswear • Kids' Casualwear
• Swimsuits • Beach Towels • Tote Bags

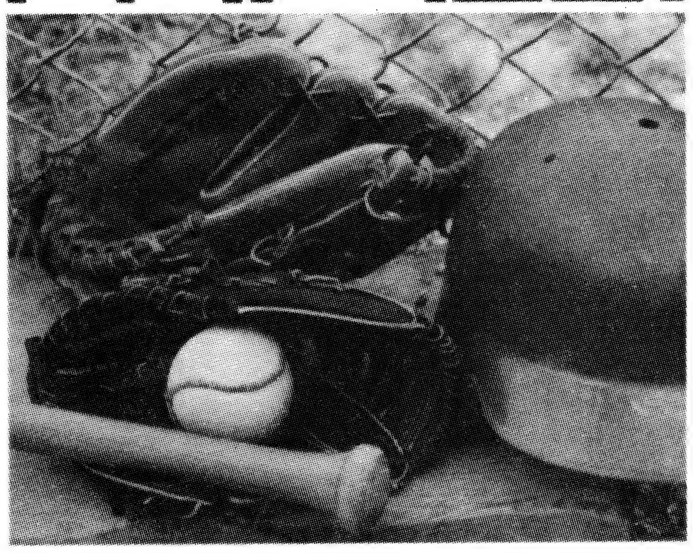
Schumacher's
In Eastford Plaza • Open daily 11 to 7



WILL THIS BE YOUR YEAR?

Cover all the bases. Place your ad in the classifieds.
555-9031
The Eden Post

PLAY MALL!



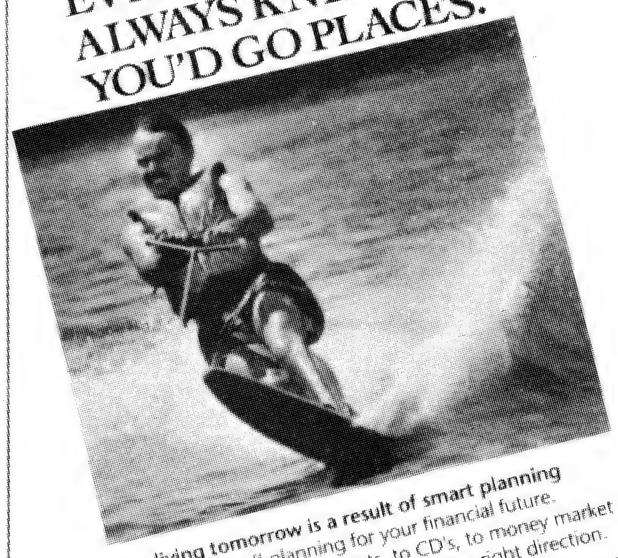
Take Part In America's Second Favorite Pastime ... Shopping

Suit up in colorful outfits from Joan Sebastian, slide into a great pair of shoes from Fancy Feet, watch the fans come out from The Home Store, or check out the diamonds from Strausman Brothers. You'll find everything you need to make this season a hit.

LINCOLN MALL WEST
The Place For People Who Love To Shop

At Telegraph Rd. and Junction Ave.
Hours: Mon.– Sat. 10 to 9, Sun. Noon to 5

EVERYONE ALWAYS KNEW YOU'D GO PLACES.



Easy living tomorrow is a result of smart planning today. Don't put off planning for your financial future. From traditional savings accounts, to CD's, to money market accounts and bonds, we can pull you in the right direction.

MASON STATE BANK
111 E. Fell • 555-9878
Member FDIC

The Perfect Bride

Memories last a lifetime, so you want your wedding day to be perfect down to the last detail.

The Perfect Wedding

Celebrate your wedding with an elegant reception for up to 500 people in our spacious banquet hall.

The Perfect Reception

Call us today at 555-8581

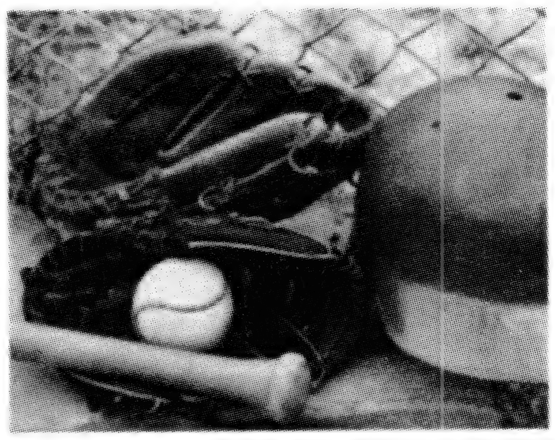
GLENWOOD GARDENS
1106 E. Willow in Perth

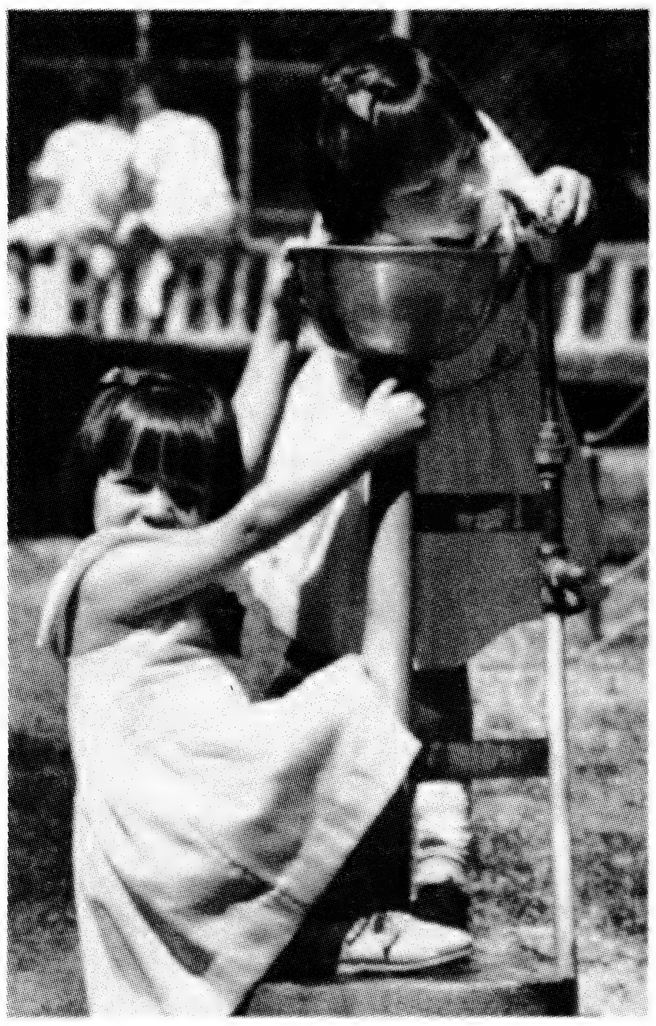
Twice the Fun

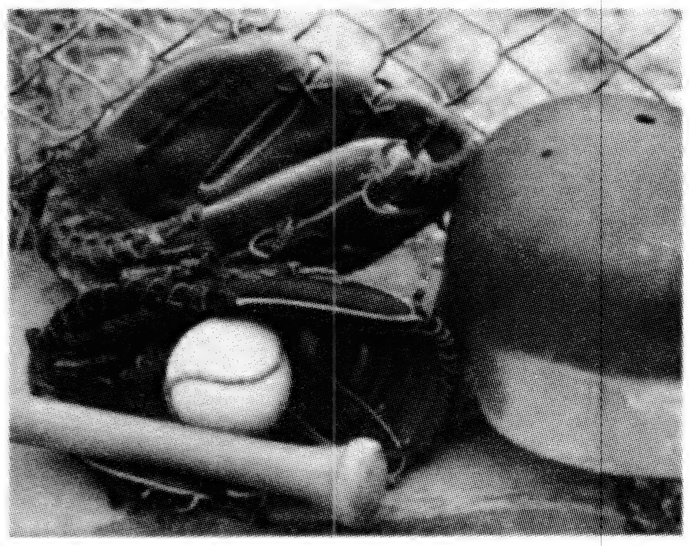
Two for the price of one means lots of fun for kids at Dayton's! Bring the kids out Saturday June 22, and save big on all kids' summer dress and casual outfits at our special two for one sale. Buy any item in our children's wear department, and get a second item of equal or lesser value for free!

DAYTON'S

Colonial Plaza • Open 10 to 9 Mon.– Sat., 12 to 5 Sun. • 555-5756







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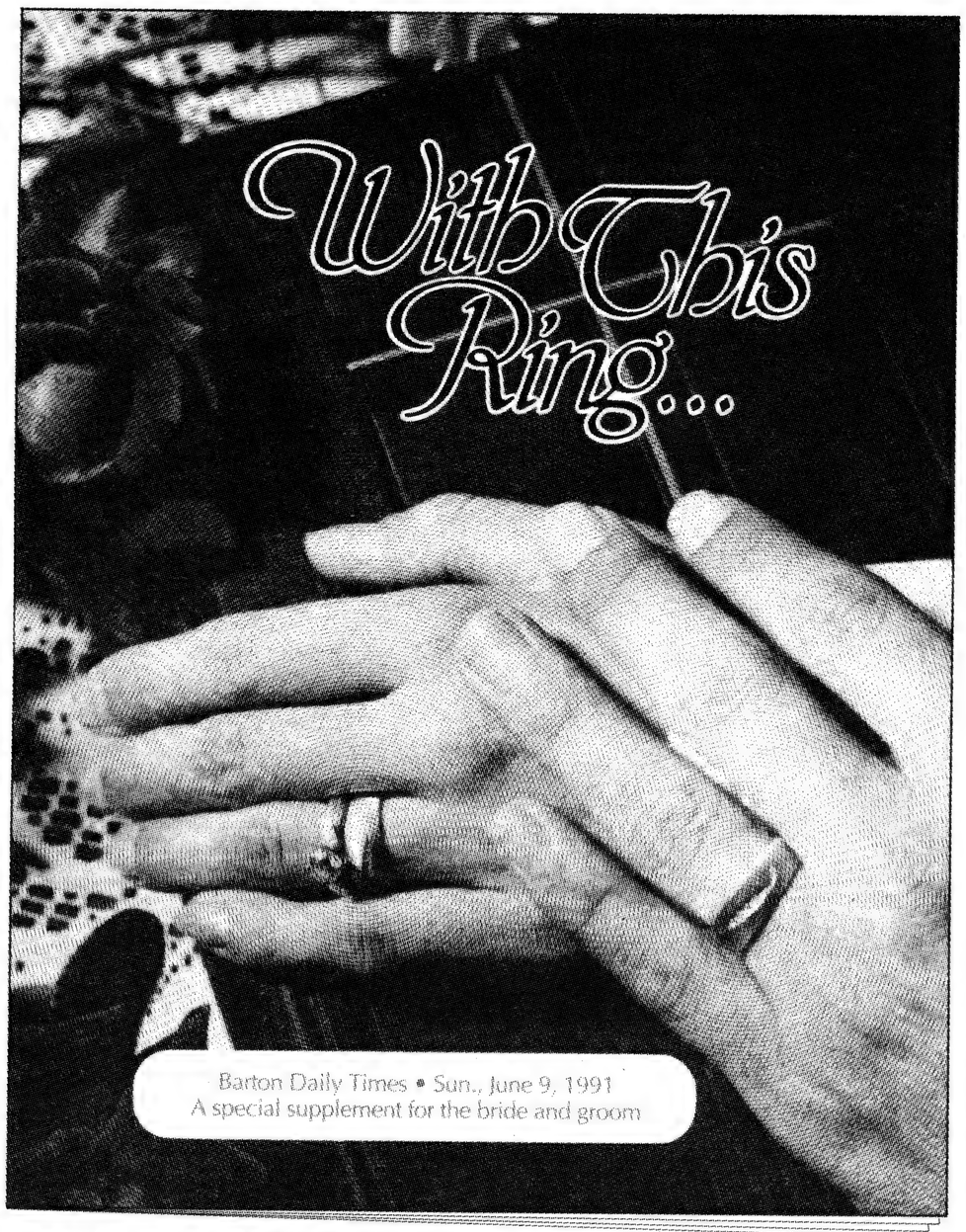

Here's a great way to hold down expenses!

Save on brand name items every day!

And save even more on these items.

20% off

- Pennington Disposable Razors
- Flash Toothpaste
- Peppy Shampoo
- Vixon Deodorant
- Lex Eye Drops
- Tao Aspirin
- Zep Soap

Save on these perfumes and colognes!

15% off

- Fantasia
- Ethereal
- Vainna
- Volaré
- Manly Man

Tela Discount Drugs

Sale prices good thru Saturday, June 29.

309 N. Parish Ave.

We Take Our Vows Seriously, Too

Give us a ring before you give each other the wedding rings.

Get set for marriage with joint policies for auto, health, and life.

Our agents are committed to giving you the excellent service and peace of mind you deserve. Contact agents Ken Frericks, James Potts, or Ray Eberle today at **555-7788** to schedule your appointment.

956 E. Knoxville Ave. Suite E
Mon.-Fri 8-5

Martin Insurance Co.

For All Your Reception Rental Needs...

...give us a call. We'll deliver your equipment where you need it on time.

- Chairs and tables
- Music systems and P.A. equipment
- Dance floors
- Lighting systems
- Colored bunting and tablecloths
- China and silverware

Call us for information on complete wedding plans.

Gibb Rentals
444 E. Benton Ave.
Phone 555-7677

"Miss this sale and you'll be sorry!"

Stop in and check out our great low prices on name brand appliances

Seventh Circle Microwaves
Standard or carousel models. 500 watt oven for only $245

Rub-A-Dub Dishwasher
Two racks, jet dry, available in seven colors $350

Arctic Circle Refrigerator
Side-by-side with freezer. 300 cubic feet, only $500

Home Theatre Brand VCR
Features instant record, and built-in head cleaner $299

Hurry out! Sale ends Saturday, June 22.
Sorry, no rainchecks. Free delivery available.

Berman's Appliances
Located in Green Apple Plaza **Open daily 10 to 7**

You Can Have It All!

A full day of glorious relaxation plus a complete beauty treatment, all for one special low price. It's the ideal way to renew both body and soul...

- **Hair and makeup analysis**
- **Manicure, french or color**
- **Pedicure with wax wrap**
- **Facial with herbal pack**

$49.99 plus tax

Plus lots more divine extras including delicious and healthy refreshments. Telephone 555-8900 to make your appointment and just say, "I want it all!"

Ms. Suzanne's

#27 Coventry Square Plaza
Suite 107 in the Savings Tower

A Seaworthy Deal, To Be Sure

Plan a healthy, lo-cal meal featuring our famous fresh fish.

Fresh Turbot	$3.99 lb.	Salmon Steaks	$5.00 lb.
Red Snapper	$4.72 lb.	New Zealand Hoki	$2.98 lb.
Cod Fillets	$3.42 lb.	Orange Roughy	$3.77 lb.
Halibut	$4.68 lb.	Shark Steaks	$4.50 lb.
		Sole Fillets	$2.29 lb.
		Mahi Mahi	$5.75 lb.
		Catfish Fillets	$3.89 lb.

Nixon's Fish Docks

709 Giles Ave. • Open 11 to 8

Sale ends June 22

Don't Blow It!

JUNE IS NATIONAL DAIRY MONTH

Try Our June Feature Ice Cream Flavors

June 2-8: Almond Fudge
June 9-15: Peach Surprise
June 16-22: Rum Raisin
June 23-29: Banana

TASTE 'EM ALL! 42 FLAVORS

WE HAVE 12 FLAVORS OF FROZEN YOGURT

Hours:
Mon.-Fri.
10 a.m.-9 p.m.
Saturday
10 a.m.-11 p.m.
Sunday
1-7 p.m.

PINKIE'S ICE CREAM
147 E. Frostway Avenue
Steinway Village Plaza

COUPON
BUY ONE CHOCOLATE DIPPED CONE GET ONE FREE
COUPON
EXPIRES JUNE 30, 1991

"Hop to it" May '90 PMS

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The Eden Tribune

Call now!
555-8569

Have the Tribune delivered to your door everyday for only $2.50 a week.

Get in the Swim

Keep your kids cool this summer. Sign them up for swimming and water safety lessons with our certified instructors.

June 3 -10, or June 12 -19 — **Beginning Swimming** For kids ages 6 and up. Teaches swimming and water safety basics. 9 a.m. to 10 a.m.

June 4 - 11, or June 14 - 20 — **Advanced Swimming** For kids ages 10 and up. Covers more advanced strokes. 10:30 a.m. to 11: 30 a.m.

Cost is $25 per child. All participants will receive a certificate of completion. Trained lifeguards will be on duty at all times. Swim caps are required.

For more information please call 555-9452

Kara Day Camp
Harmon County's Favorite Summer Camp
Camp owner Kara Finkelstein
Head office located at 903 W. Greenwood

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How Sweet It Is!

How Sweet It Is!

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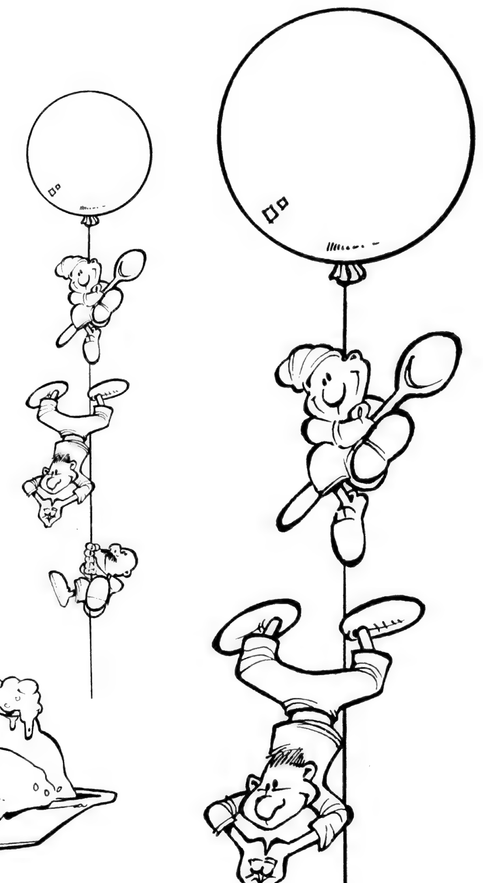

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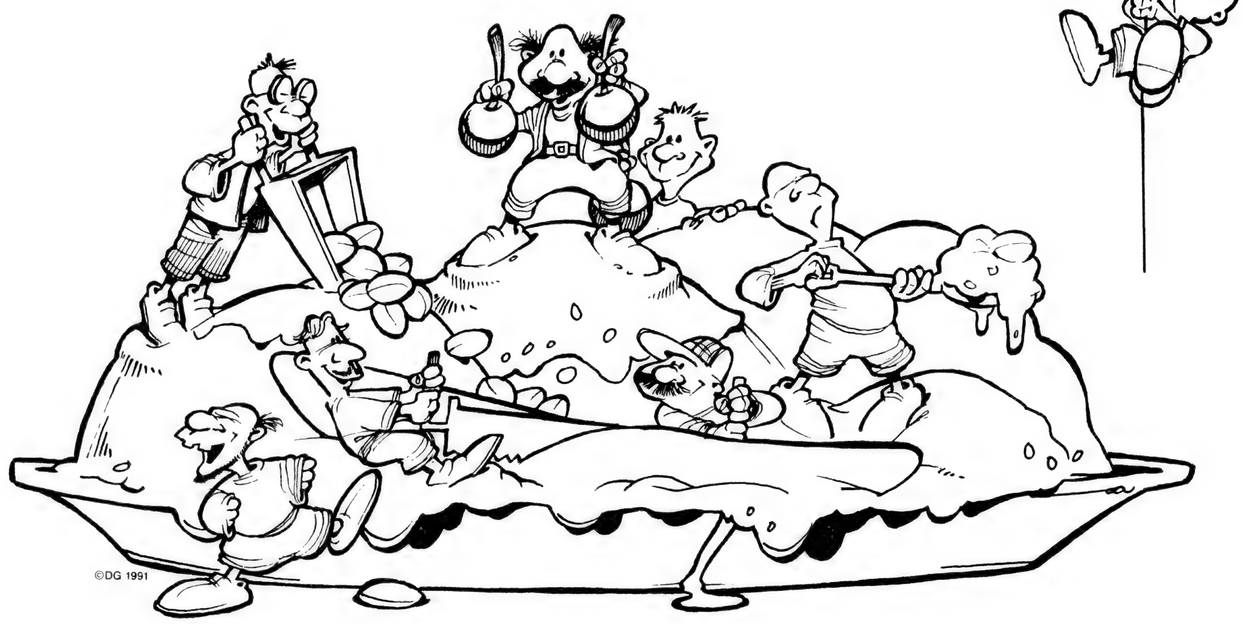

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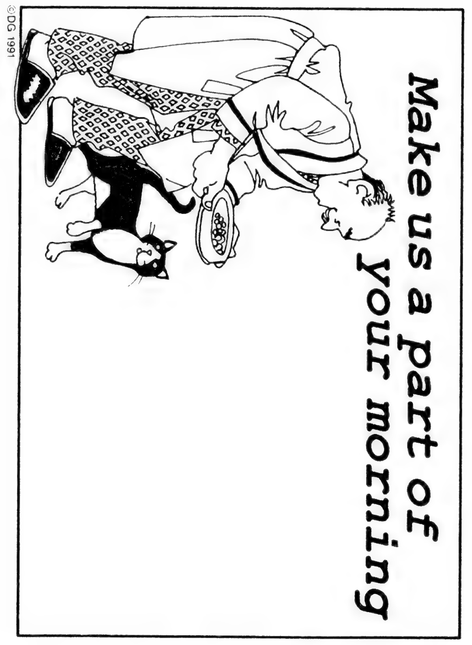
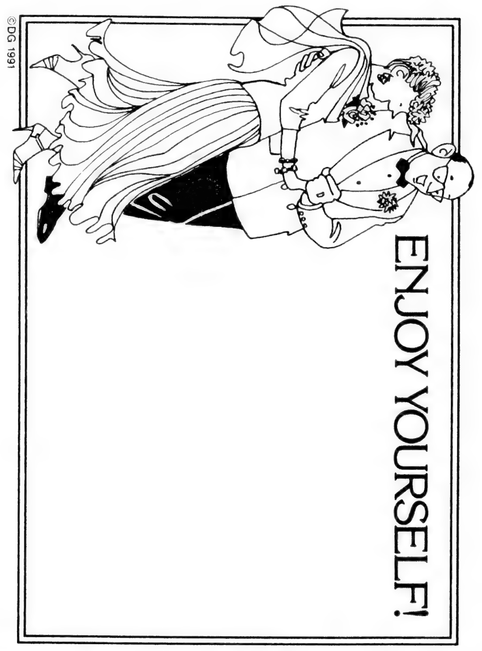
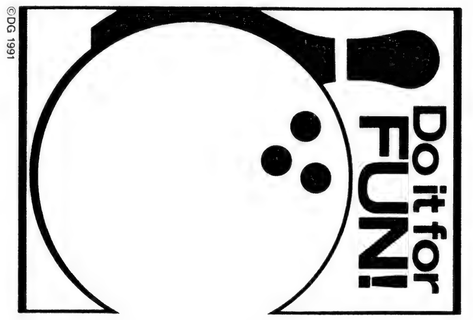


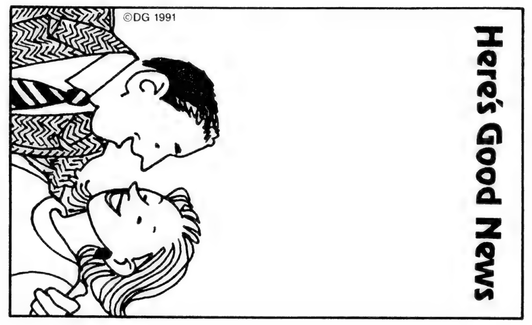


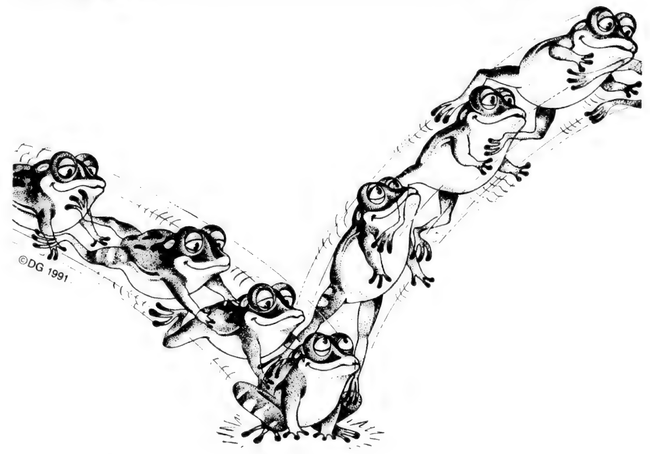


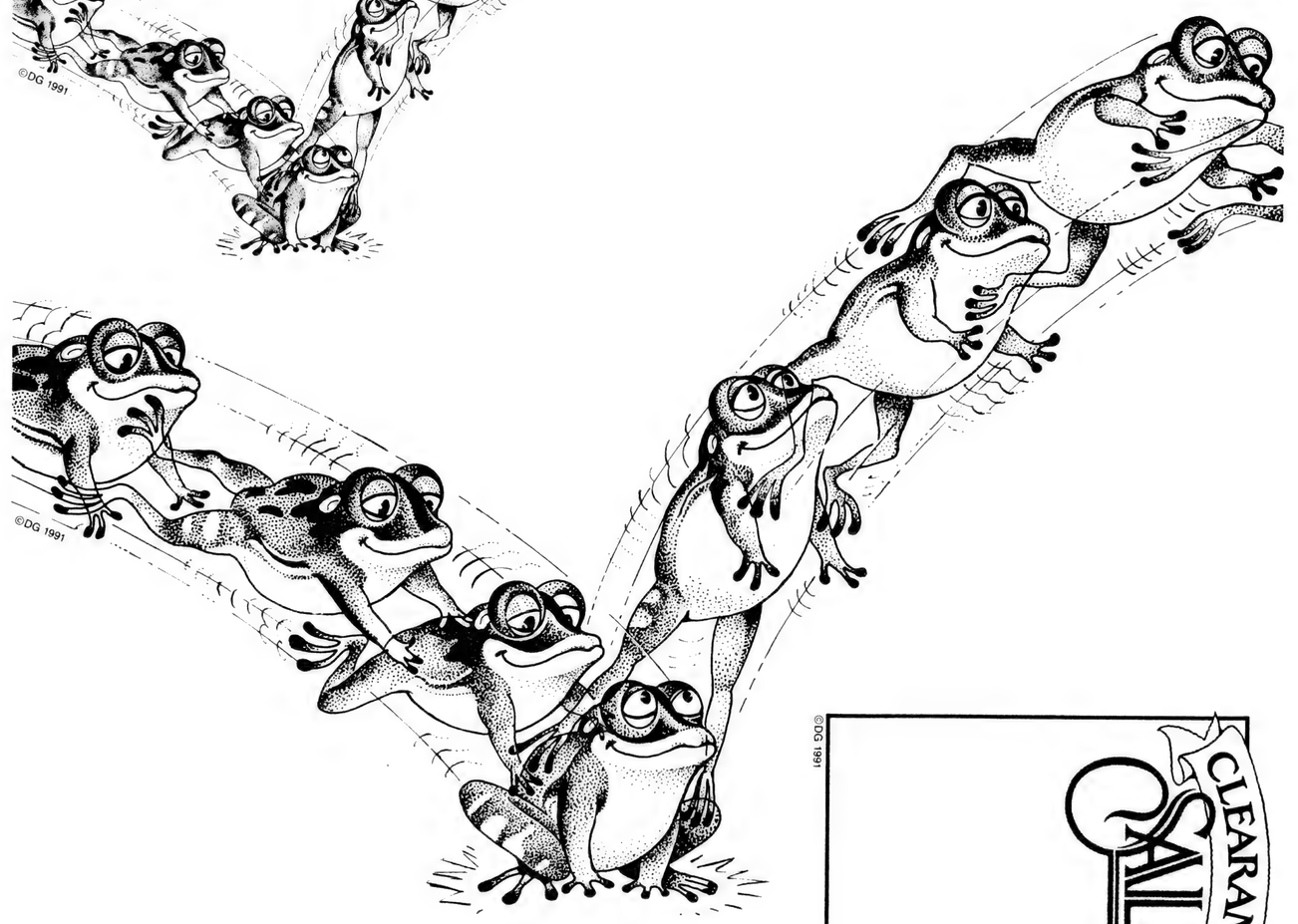
HOP TO IT!

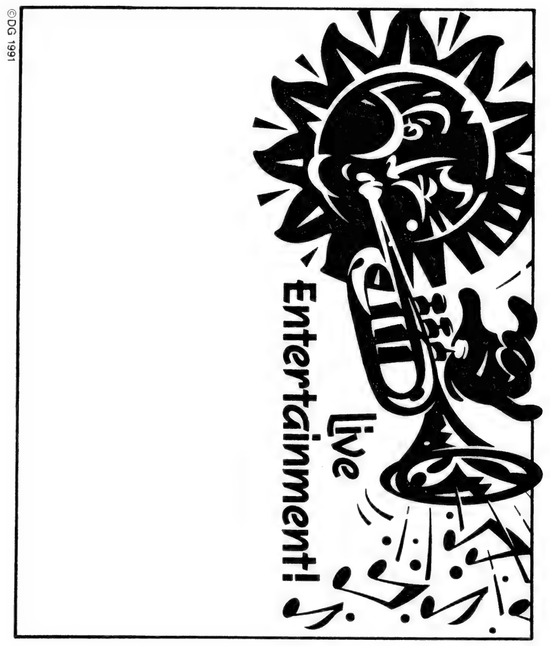
WHILE SAVINGS & SELECTION ARE AT THEIR BEST!

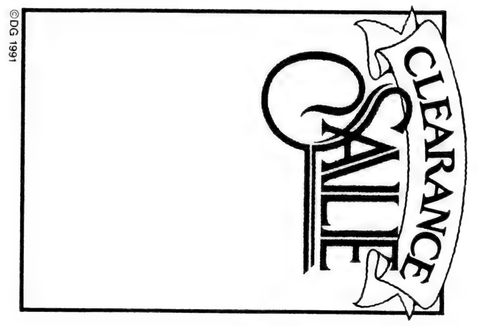
HOP TO IT!
WHILE SAVINGS & SELECTION ARE AT THEIR BEST!











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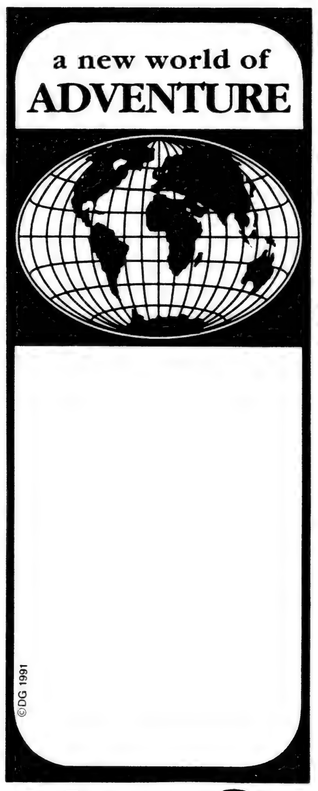

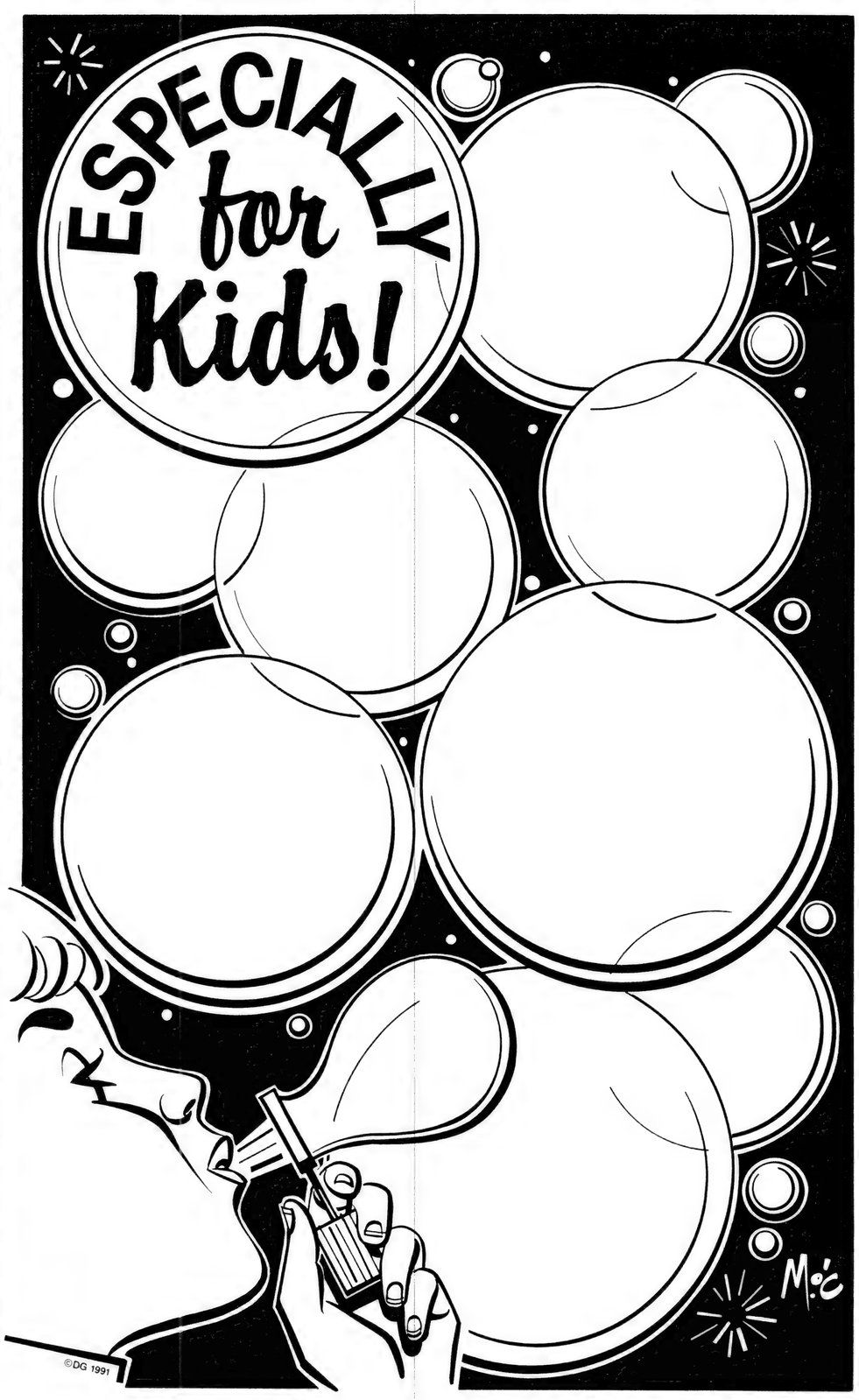

GREAT DEAL!
GREAT DEAL!
...the Best Buy in Town!
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GREAT DEAL! GREAT DEAL!
...the Best Buy in Town!
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Summer Sale...
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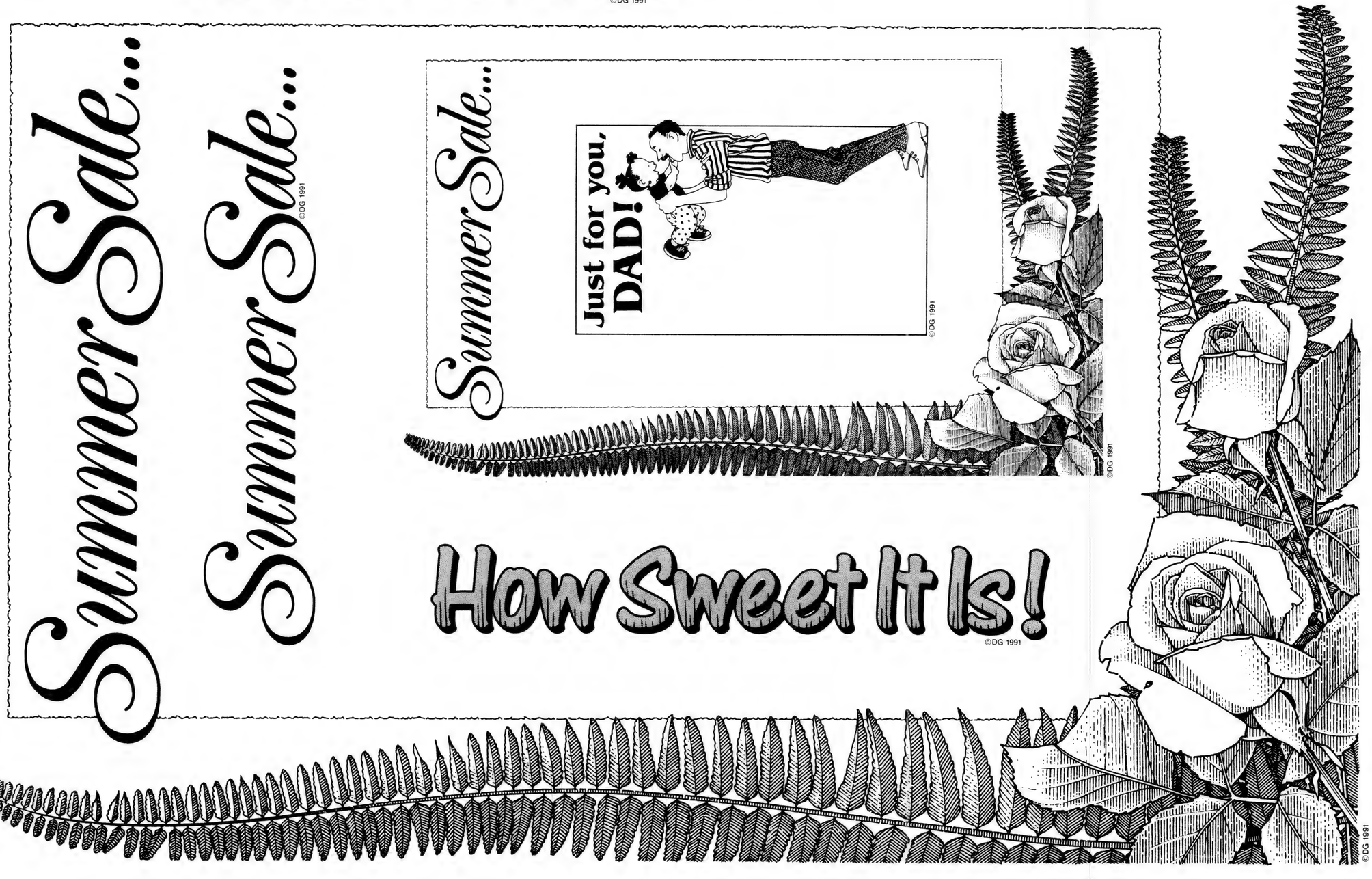
WHILE SAVINGS & SELECTION ARE AT THEIR BEST!



ANNOUNCING

An Event to Remember

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If you have a taste for the finer things...

Tell all your friends!

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Your guide for planning the Perfect Wedding

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SUN 'N FUN DAYS

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Have a "berry" good summer

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Time to Jazz Things Up a Little

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MAKE TRACKS
to the sale event of the season

MAKE TRACKS
to the sale event of the season

Let's have some
Summer Fun!
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MAKE TRACKS
to the sale event of the season
ESPECIALLY for Kids!
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...the Best Buy in Town!
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GREAT DEAL!
GREAT DEAL!
...the Best Buy
in Town!
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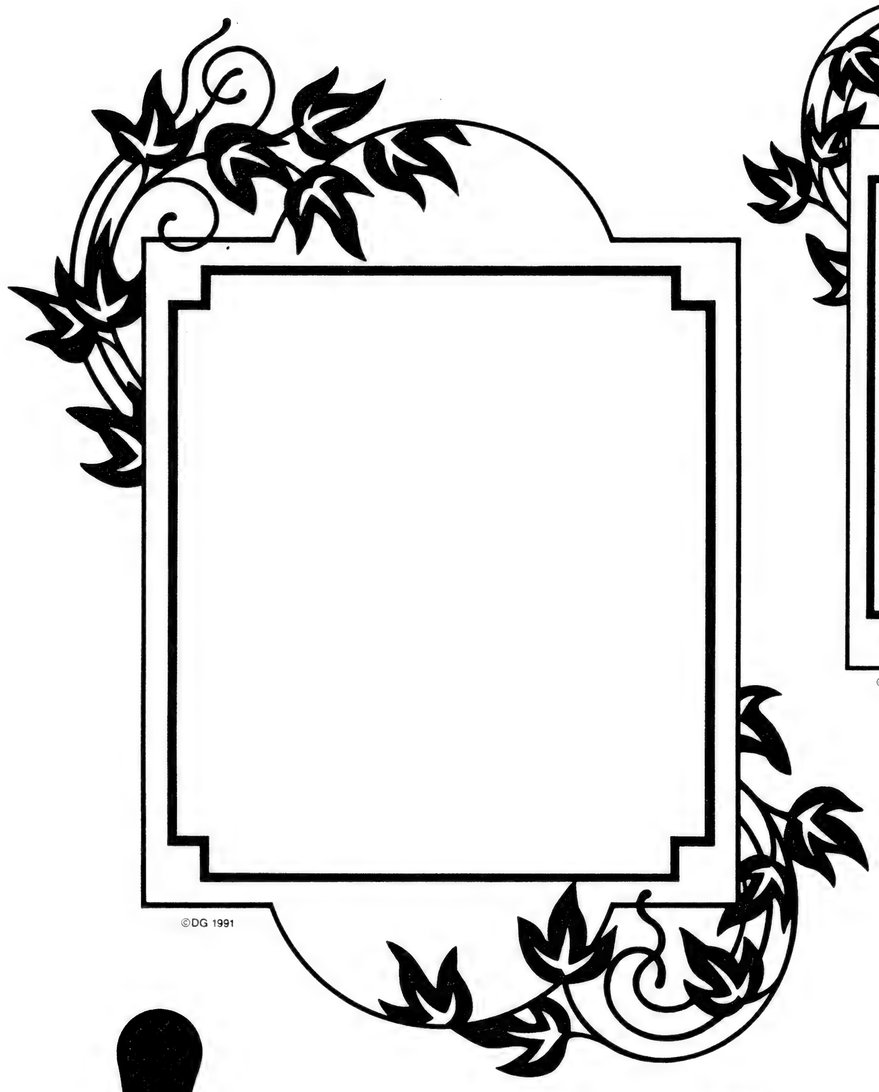
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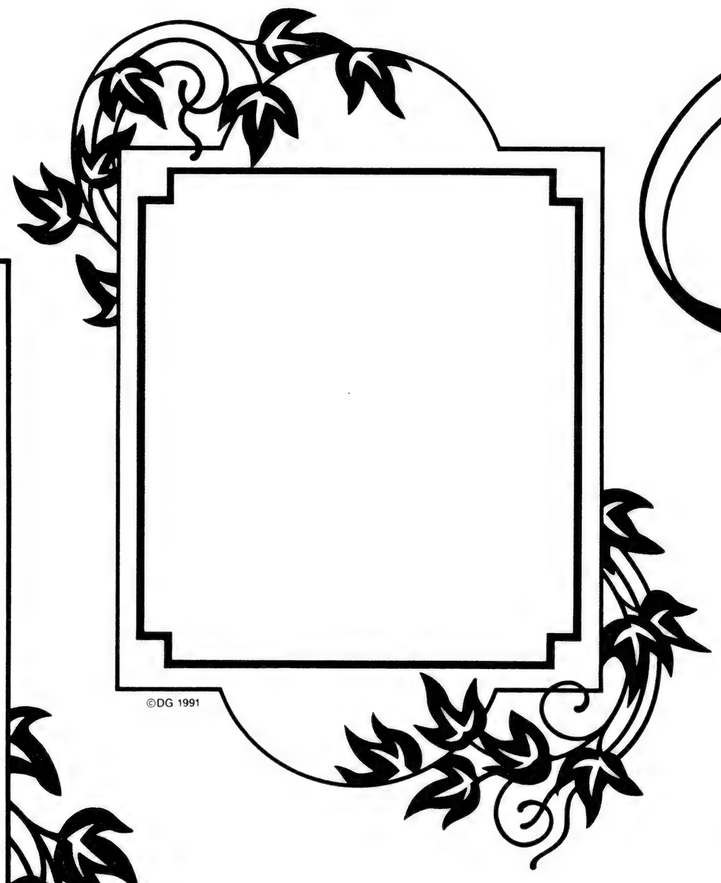
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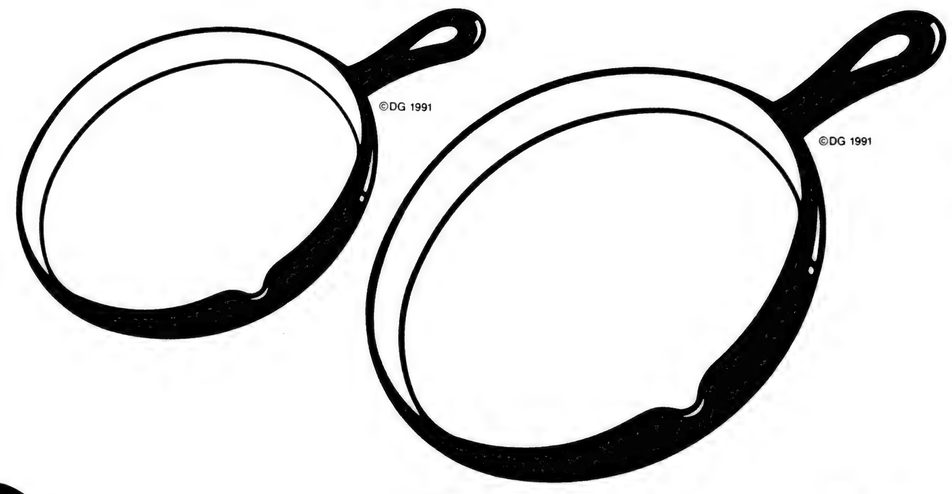
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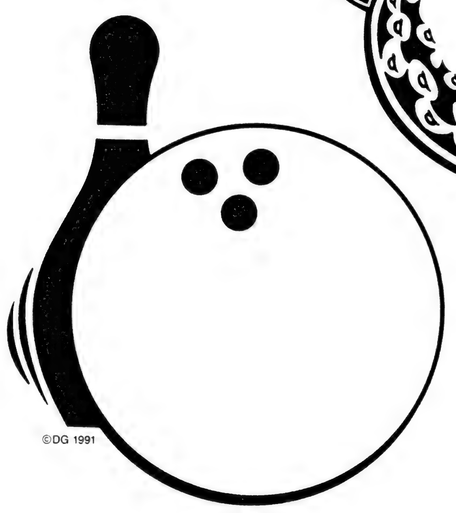
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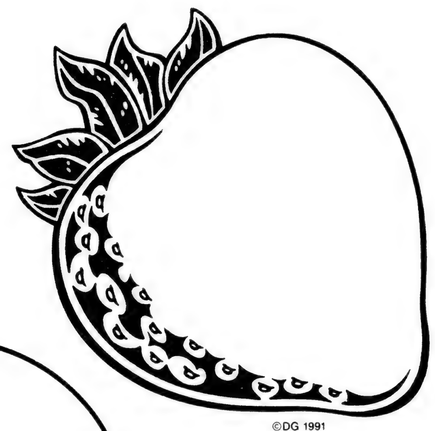
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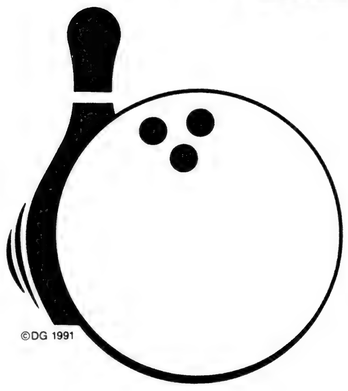
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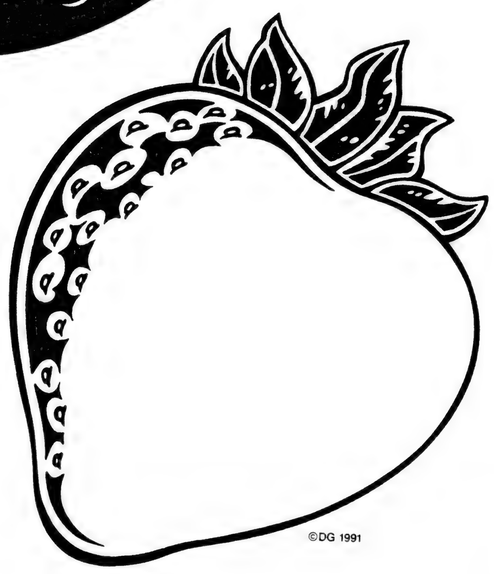
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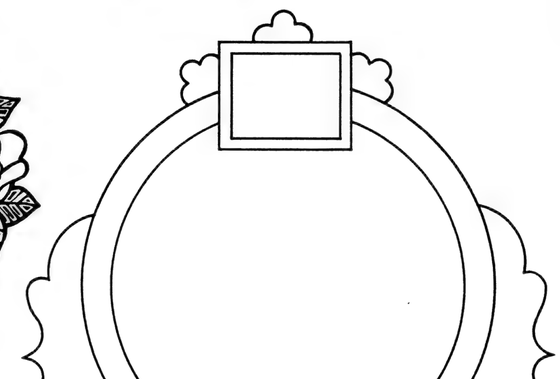
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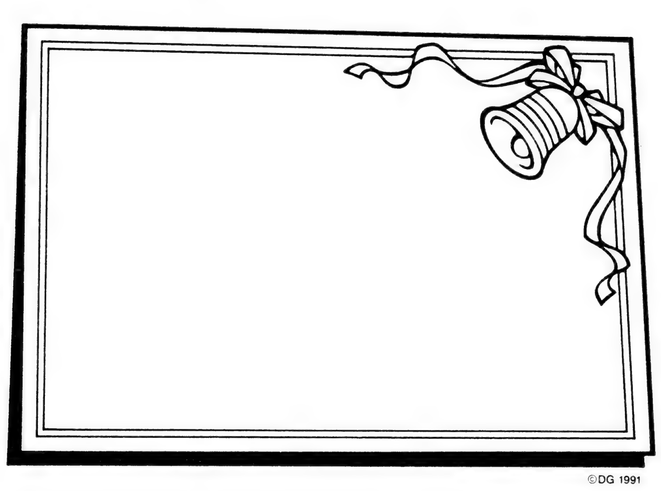
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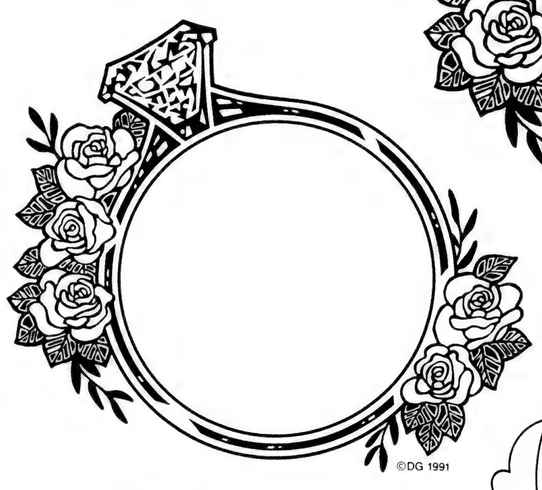
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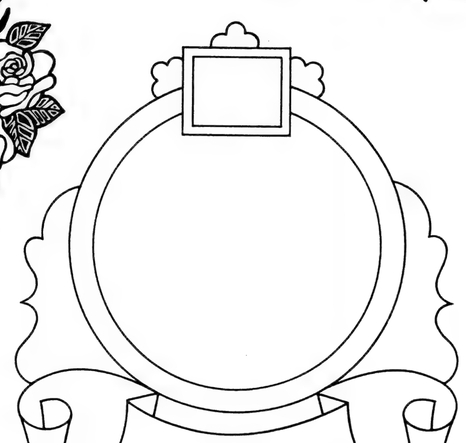
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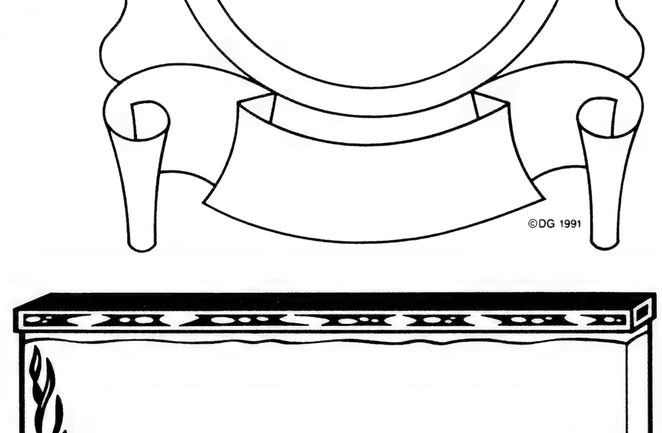
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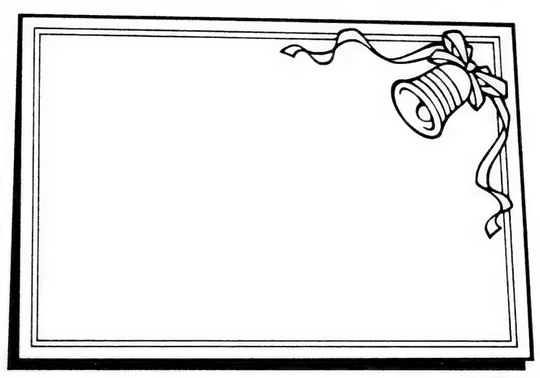
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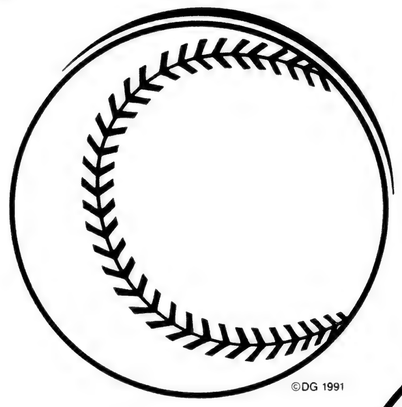
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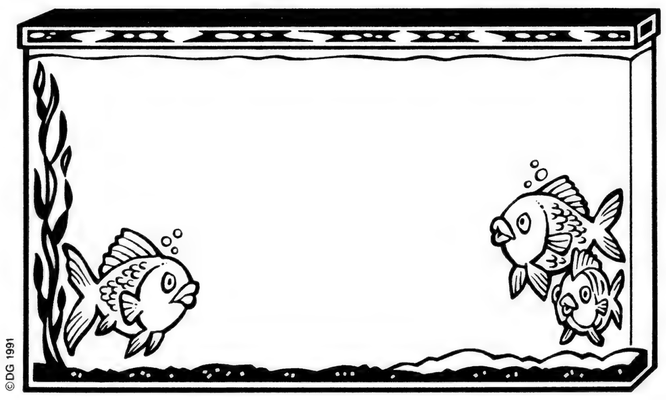
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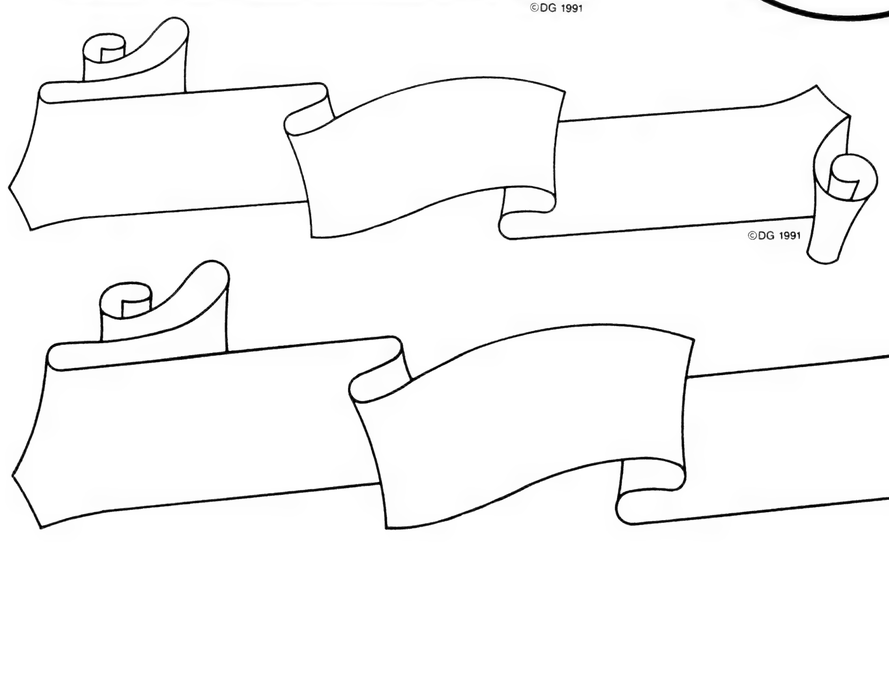
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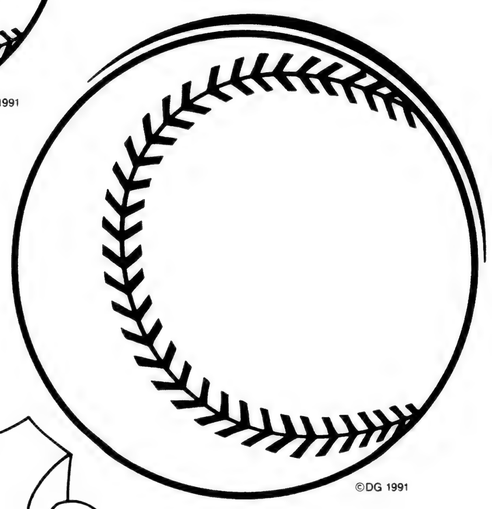
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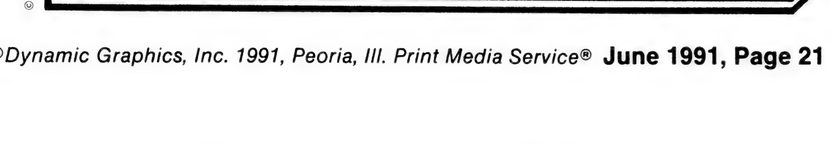
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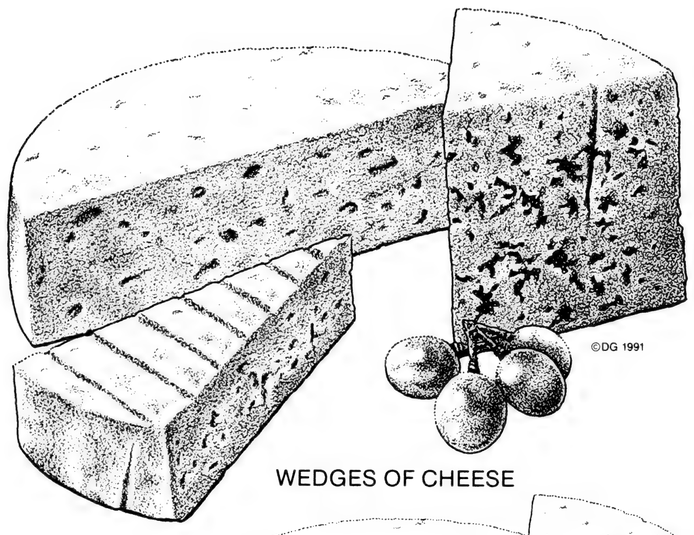
SUN 'N FUN SALE DAYS ©DG 1991

EVERYTHING Reduced! ©DG 1991

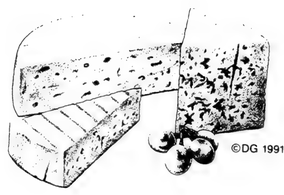
DOLLAR STRETCHING Days ©DG 1991

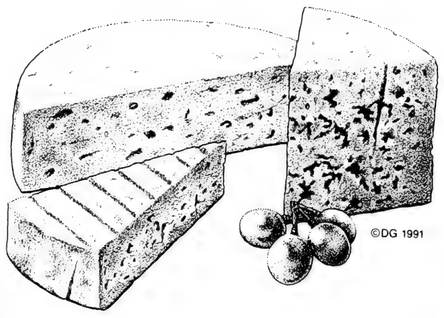
Father's Day ©DG 1991

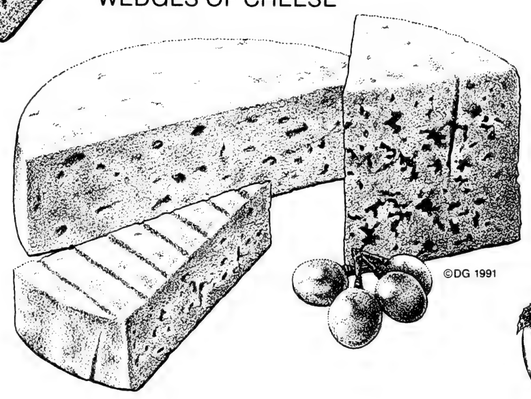
DOLLAR STRETCHING Days ©DG 1991

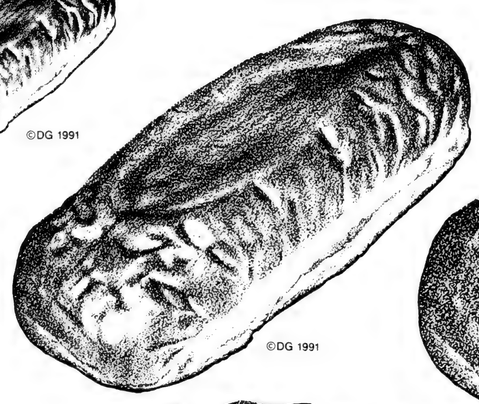


WEDGES OF CHEESE









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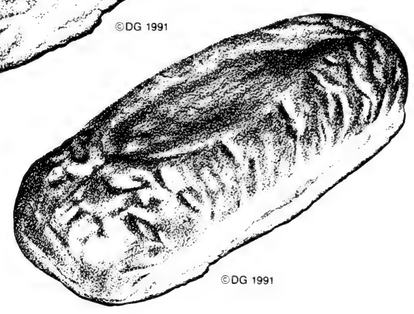

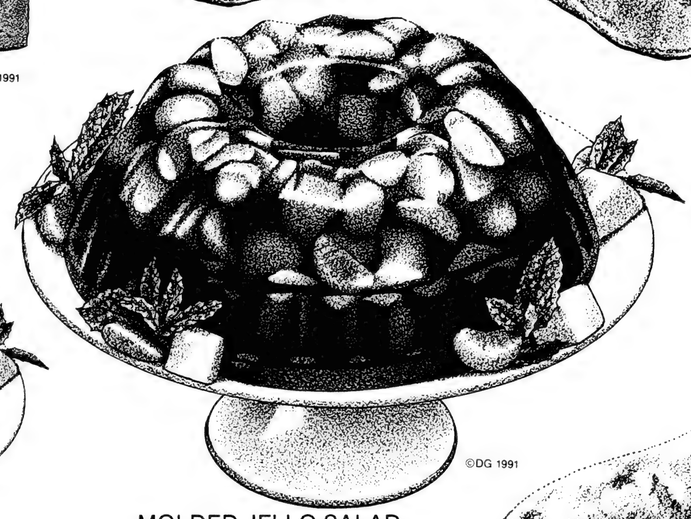

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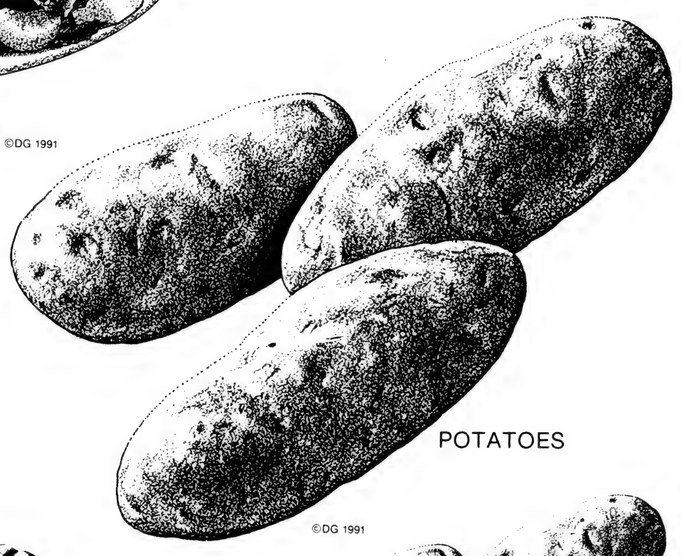
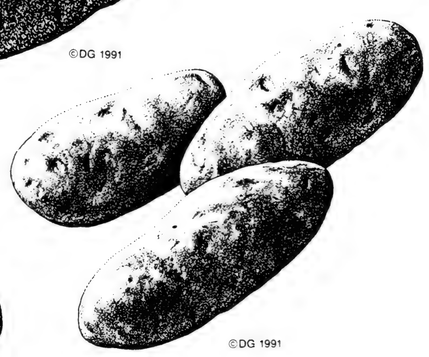
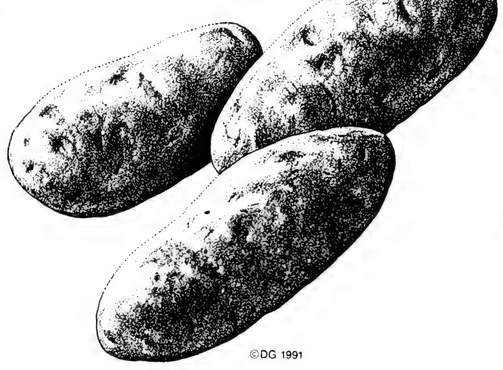


POTATOES

WHOLE PORK TENDERLOIN





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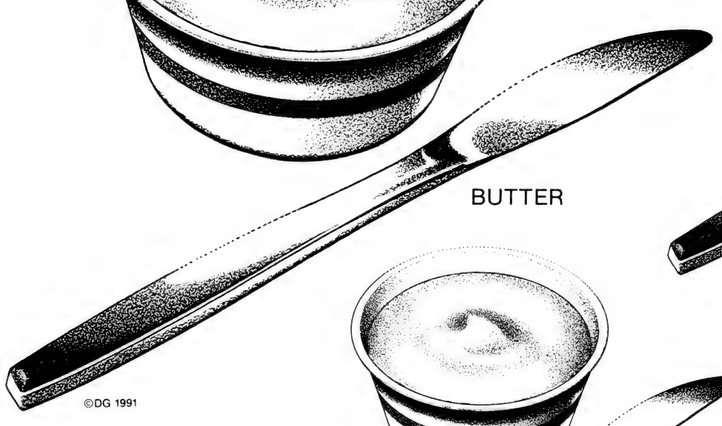

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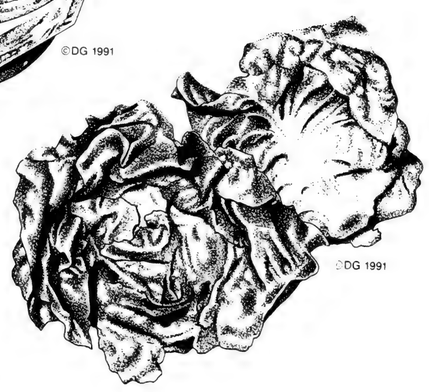
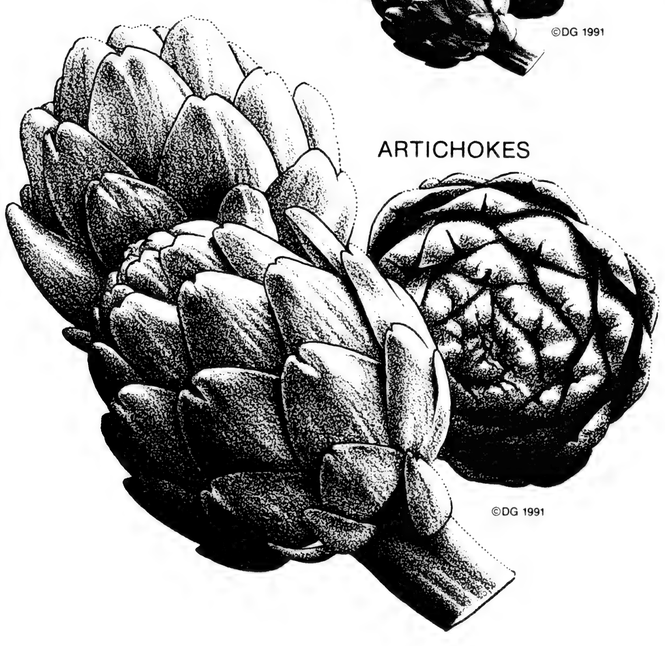
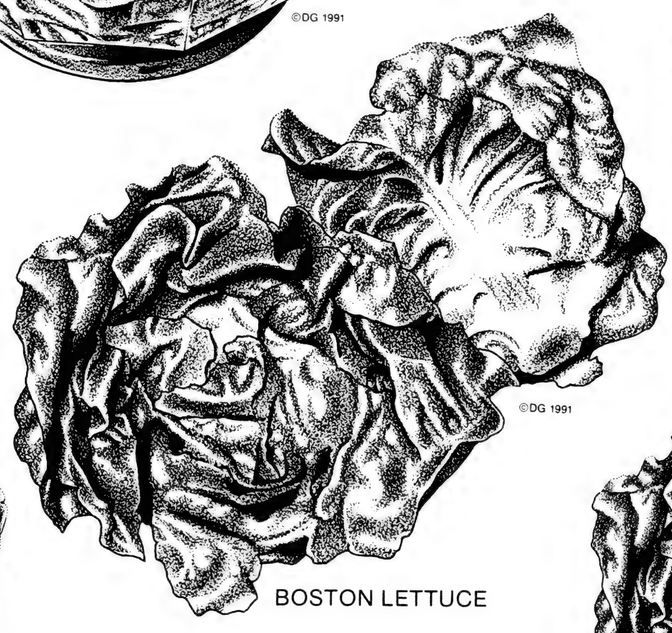




ARTICHOKES



BOSTON LETTUCE

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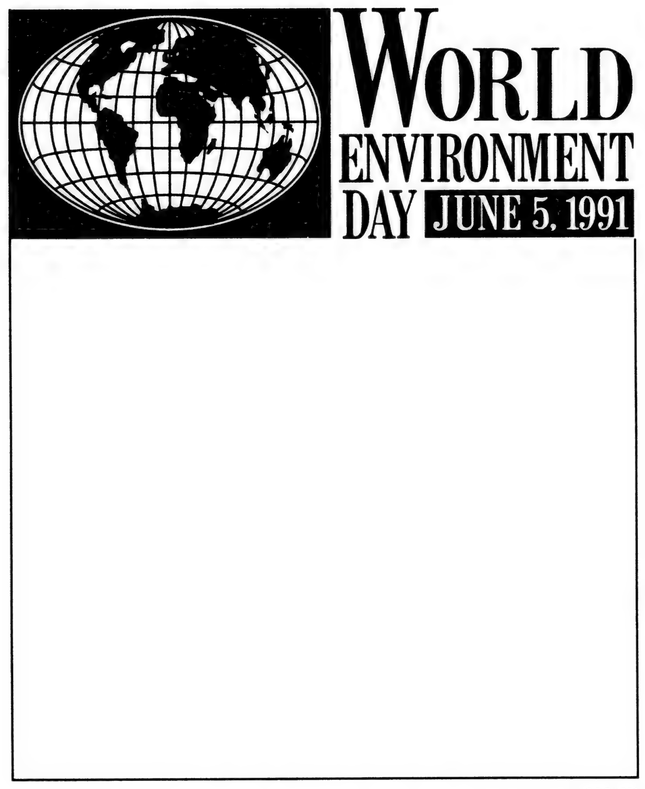
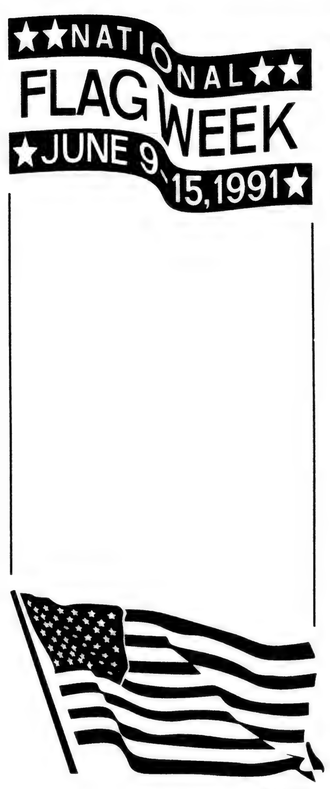
PROMOTIONAL TIE-INS

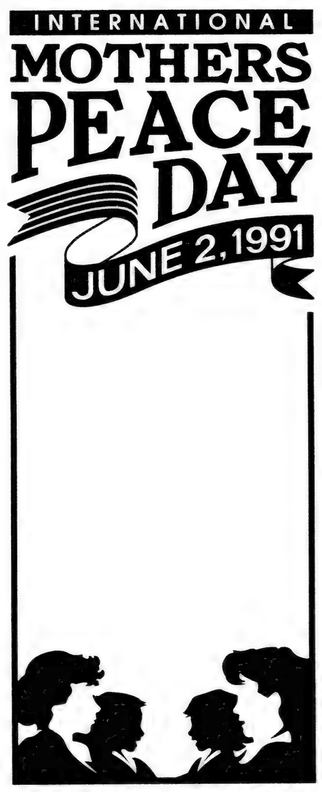
Specially provided to help increase linage, ***PMS*** offers assorted tie-in themes. Special days, events, festivals, and seasonal motifs infuse advertising with the immediacy, novelty, and graphic punch that get attention in any environment.

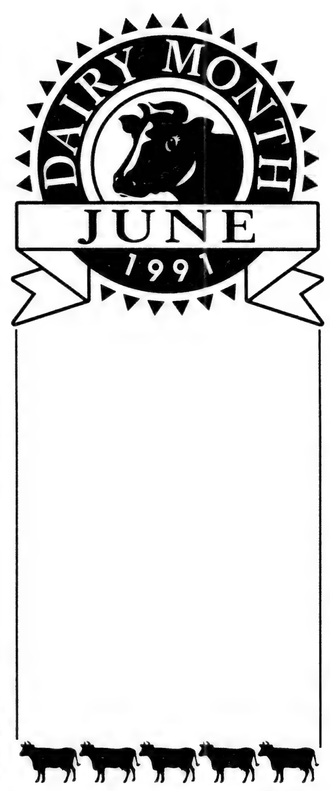
Ready-to-go layout format, in SAU sizes, lets you put together promotions in record time. You get maximum linage potential for minimum investment of time and money.

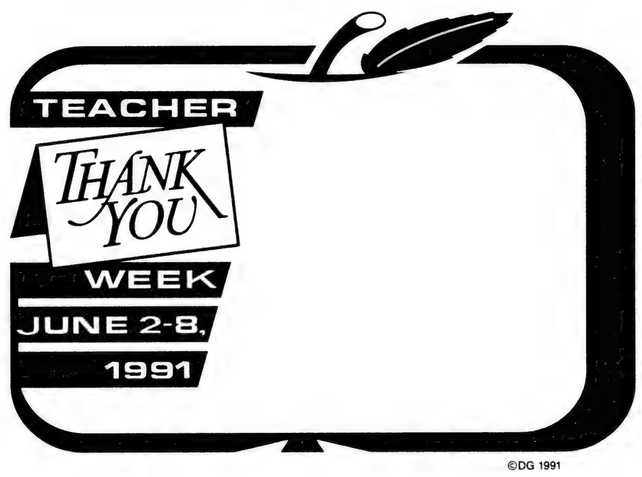
New tie-ins every month. Use these timely promotional themes to make fresh contact with new and established clients.

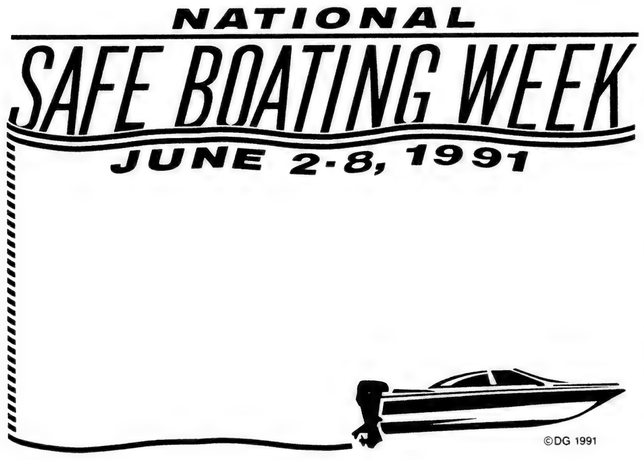


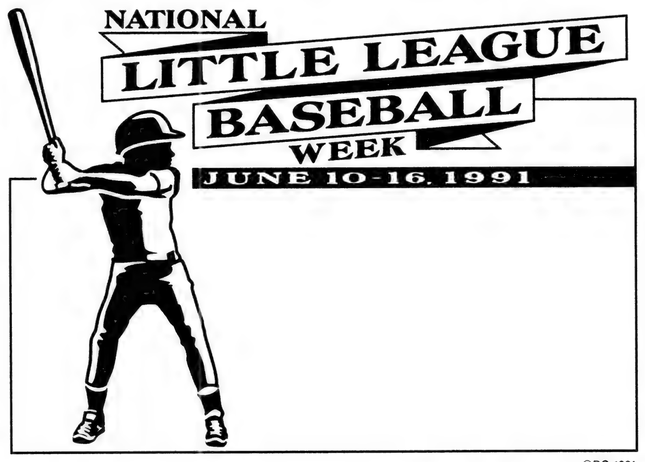


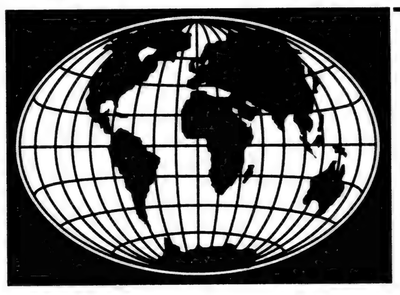


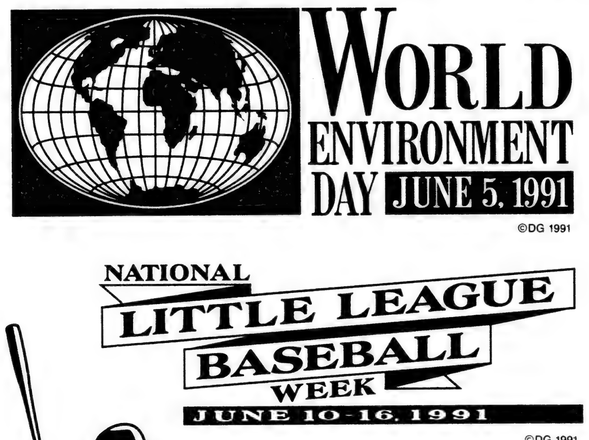


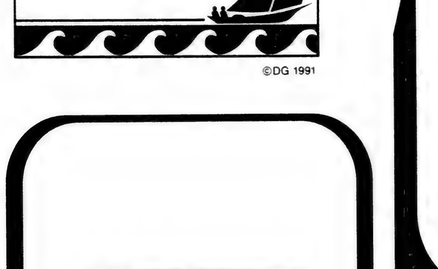


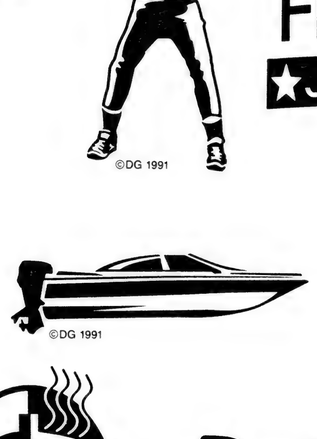


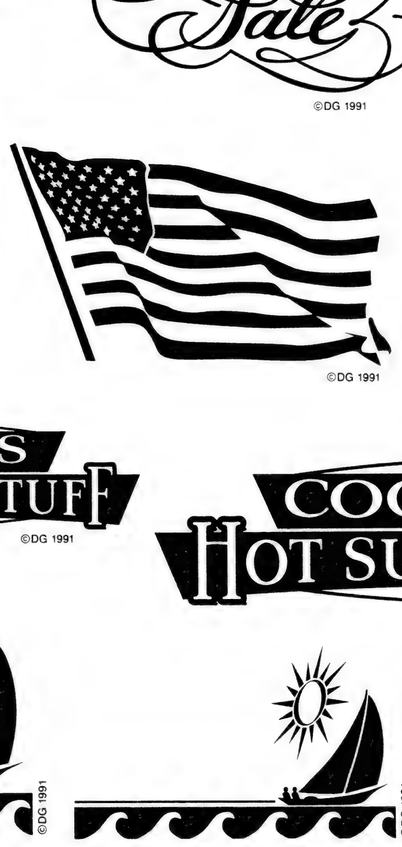


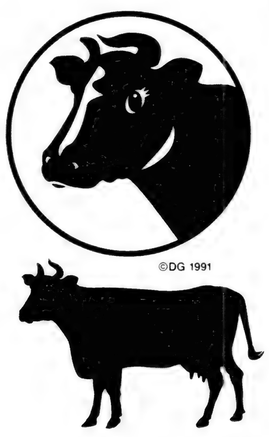












BUSINESS & COMMERCE

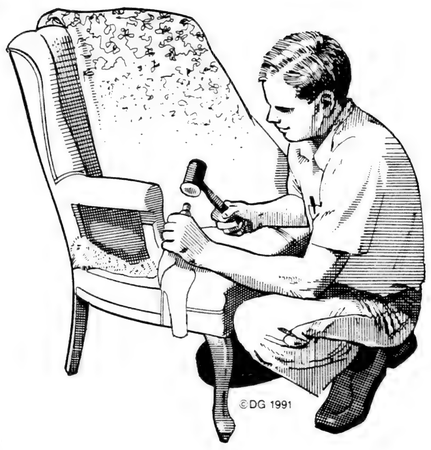
An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

ART CONSULTANT

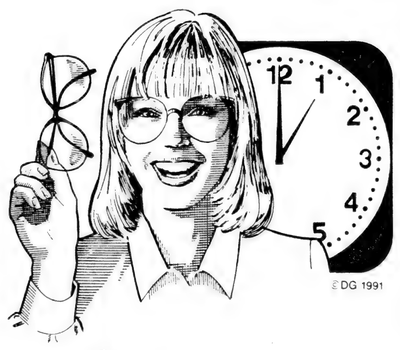
1 HOUR EYEGLASSES

UPHOLSTERER

FISH MARKET



BUTCHER

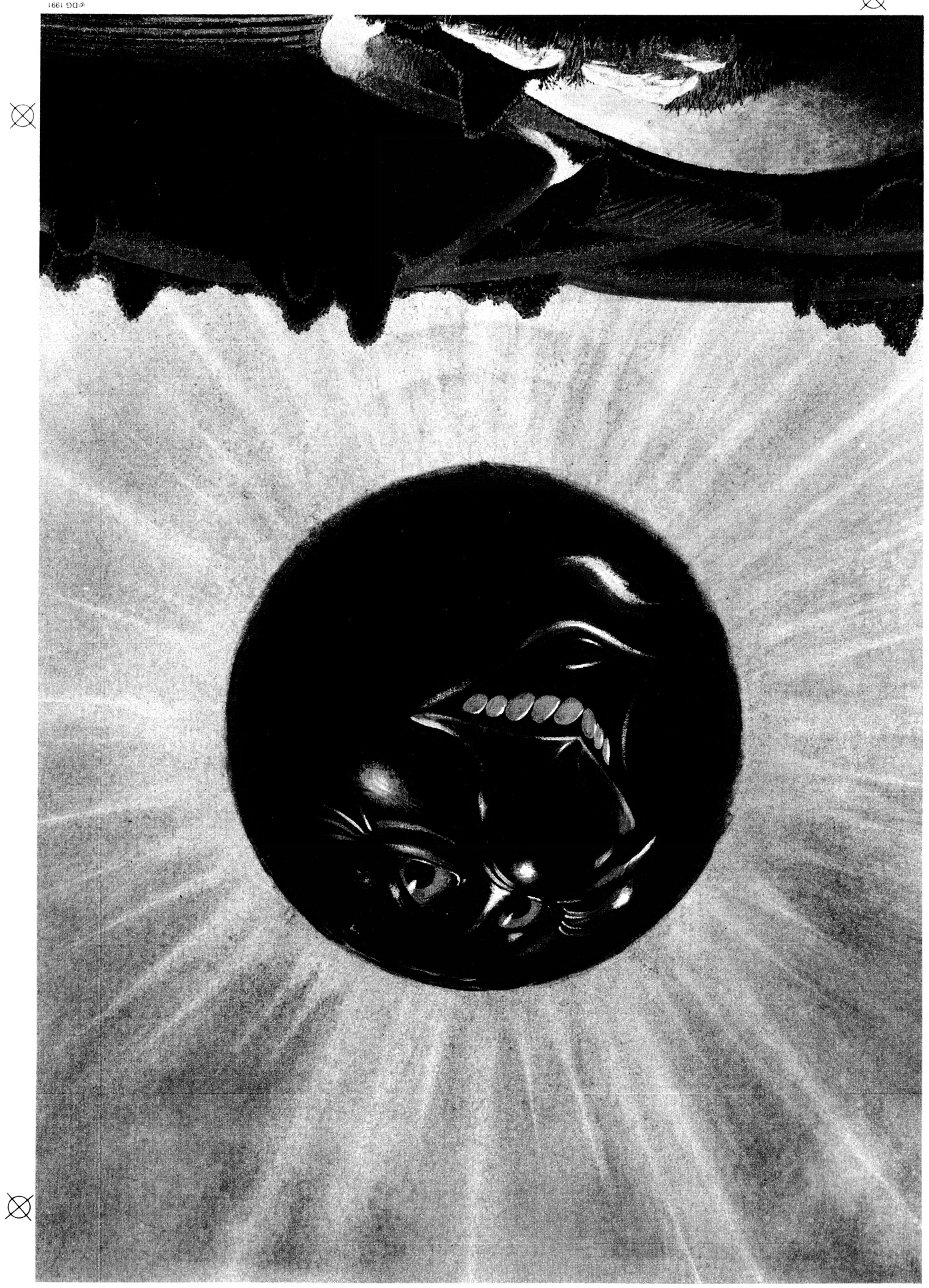


CARDS & STATIONERY

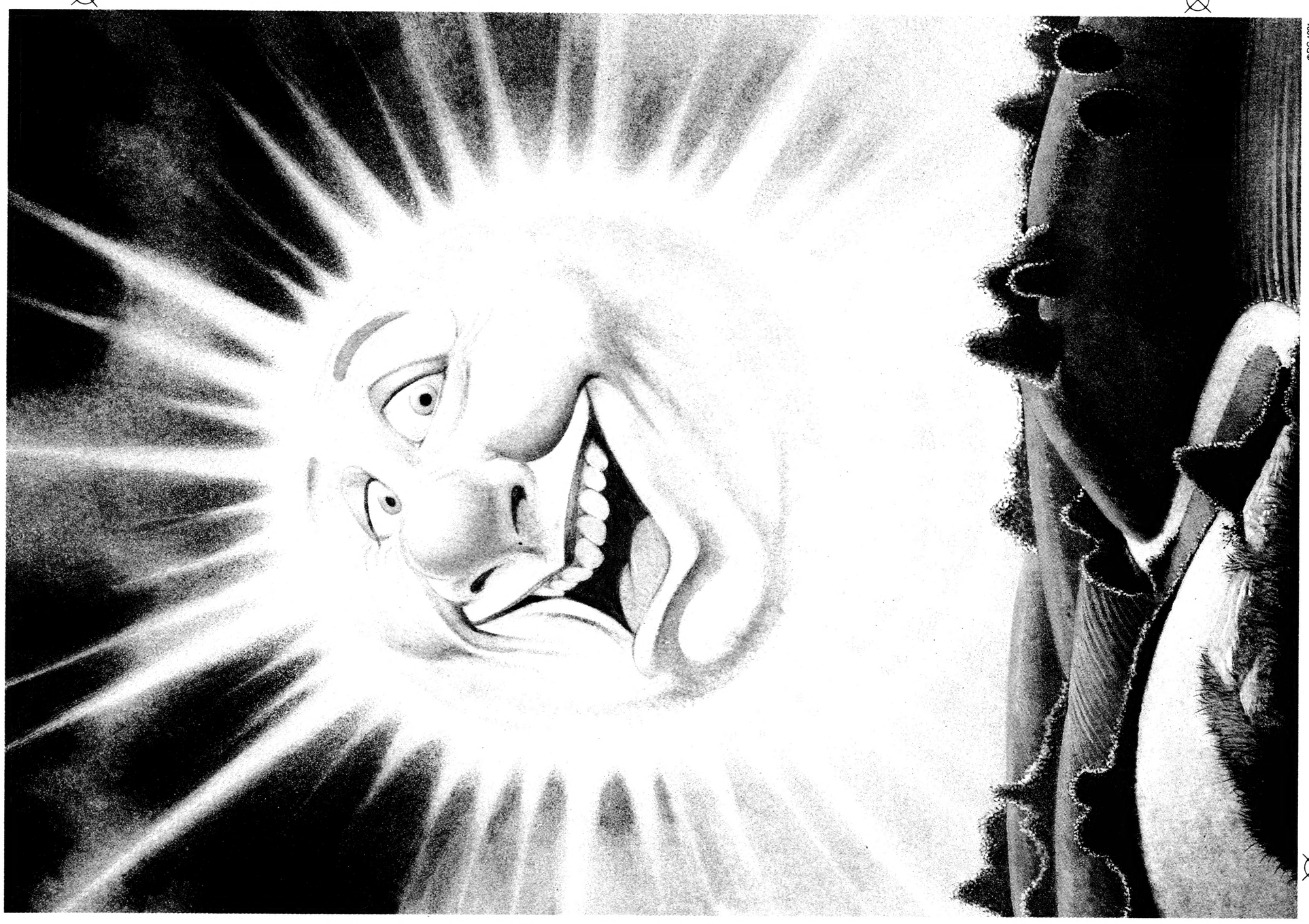
BAKERY

Shown below is the full color proof of the color separations appearing on pages 27 and 28.

• YELLOW PLATE



• RED PLATE



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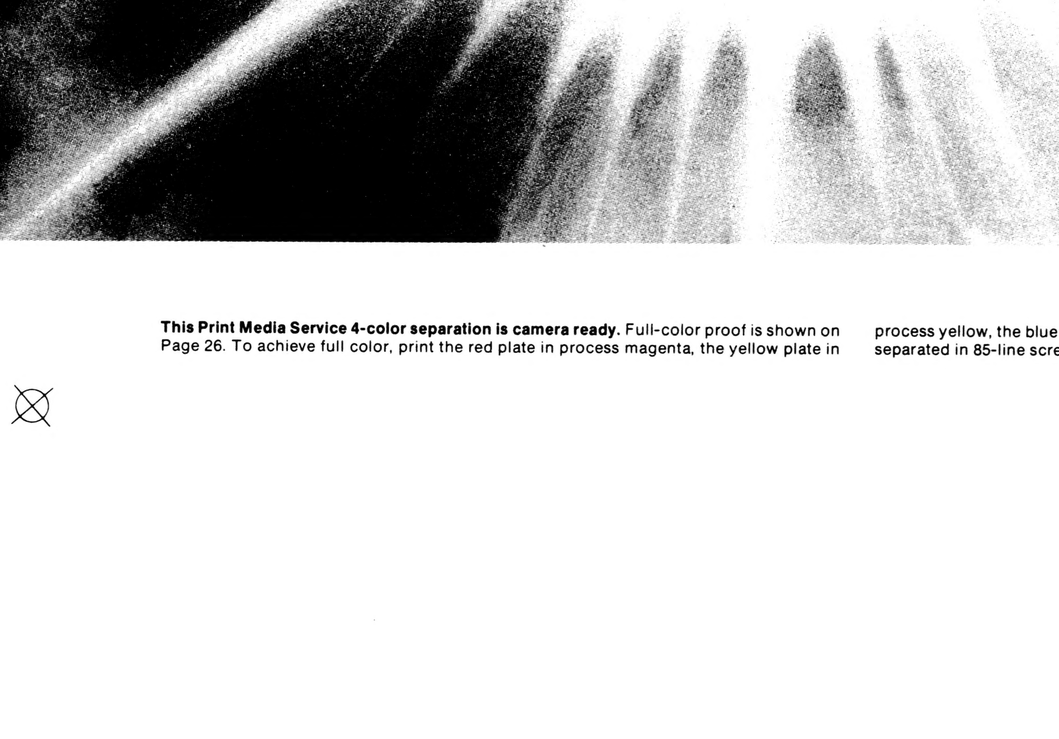
• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



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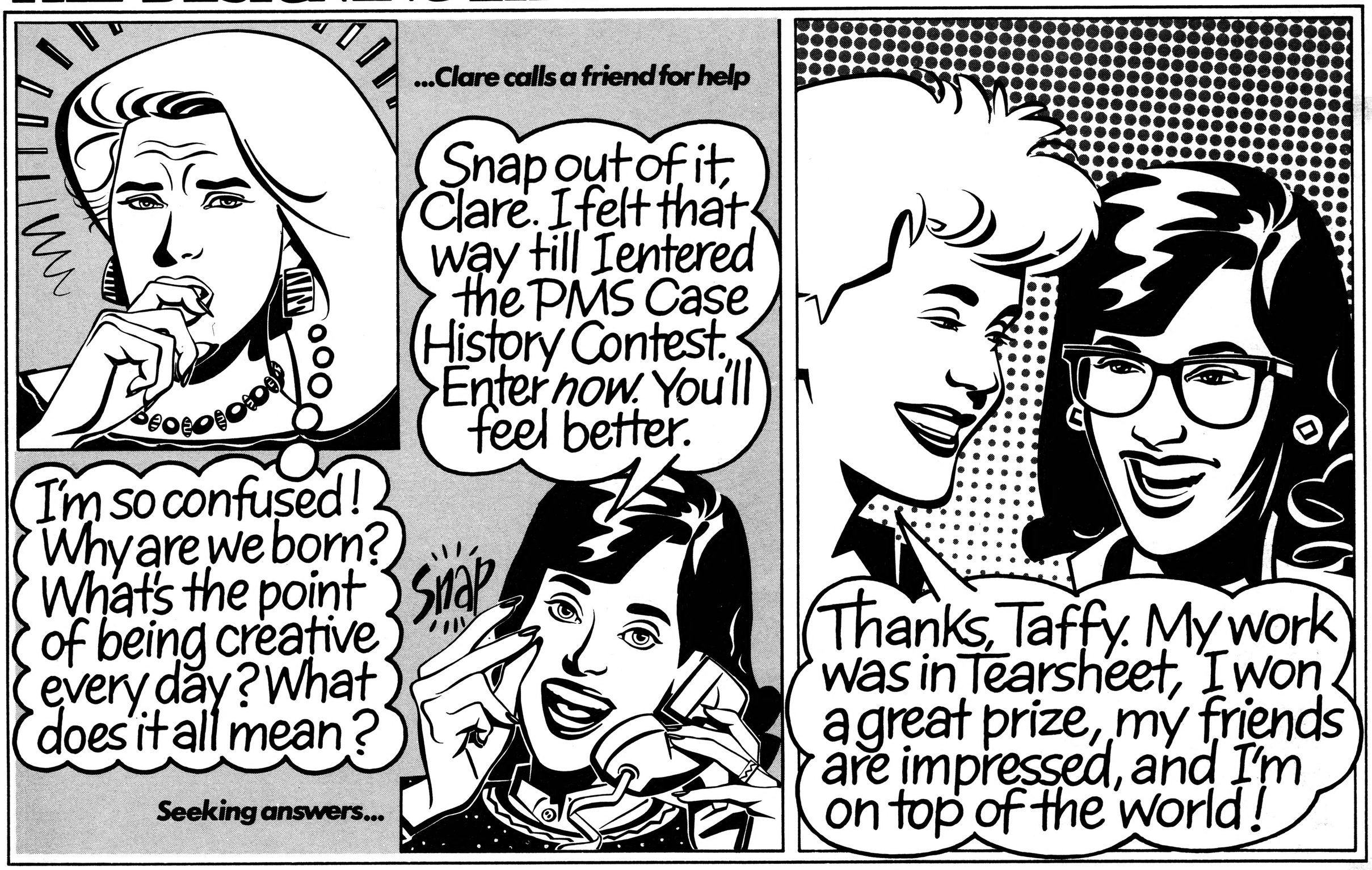
• BLACK PLATE

THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter now. You'll feel better.
Snap
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

ATTACH THIS FORM TO EACH ENTRY

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.